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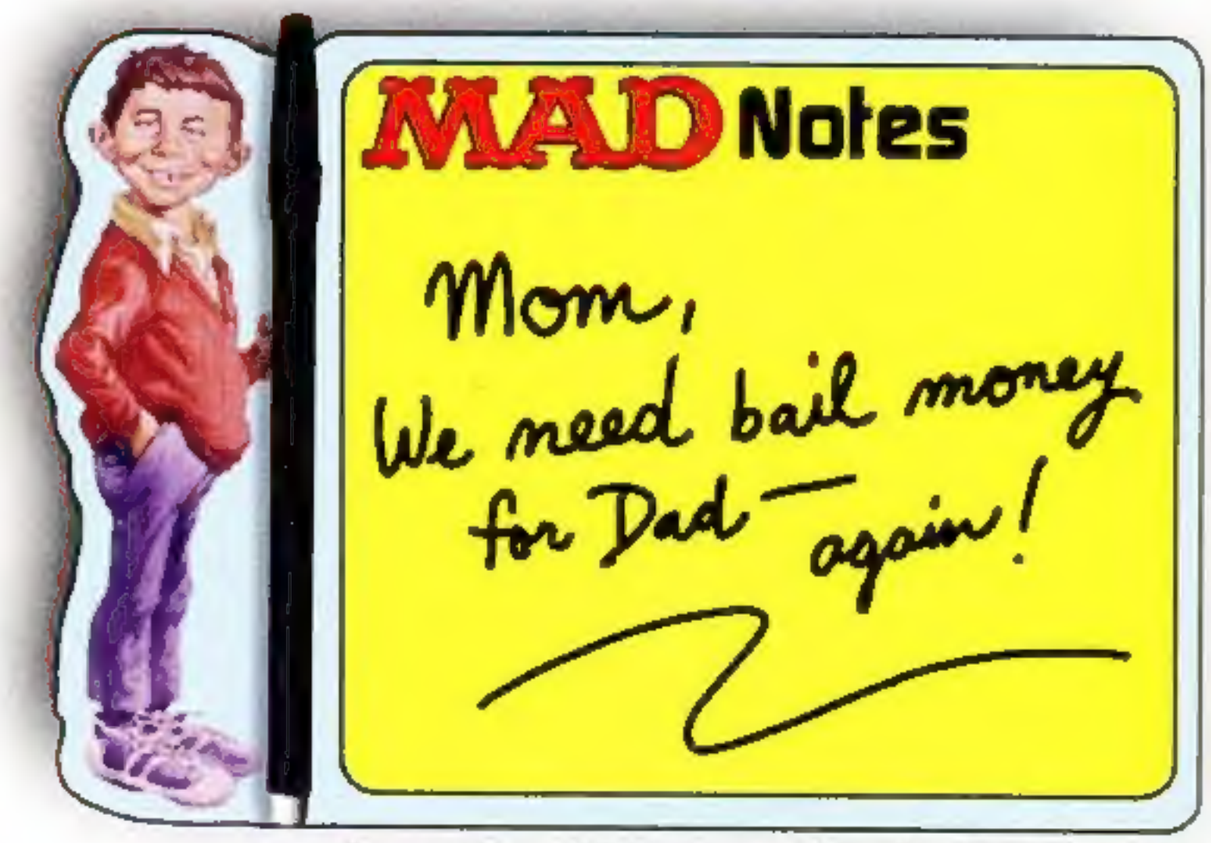

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JANUARY 1999 NUMBER 377

MAD

"You can't hurry love—but you can move up the wedding to accommodate the baby's arrival!"
—Alfred E. Neuman

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Printed in U.S.A.

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OUR FIRST (AND MAYBE LAST) YEAR-END REVIEW IN BLAZING COLOR!

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MAD #378
ON SALE
JANUARY 19!

THE CODE WAR

Why does the Morse Code in every Spy Vs. Spy say the same stupid thing? Can't you think up something different each issue?

Nathaniel Stein
Wellesley, MA

Nat — Thanks for your observant letter. Your missive sent us scurrying to our Morse Code handbook and we came up with something we just love! Here's a sneak peek! Enjoy!

-. .- - .... .- -. .. . .-.. ... - . .. -.
.. ... .- -. .. -- .-. --- -...! —Ed.

MAD MUMBLINGS @aol.com

I was normal once — I didn't like it — BumblBeey...I had my pet rock neutered — GoodBik...Grass doesn't taste so good after a while — Greg4go...If fish had legs, fish could run — WeirdOne98...How come hippos don't look like hips? — SteveJH...I dial my number on my phone, just to see if I am home! —LivLetDie8...Spam is like meat flavored Jell-O — F16tomcat1...How long a minute is depends upon which side of the bathroom door you are on — Crowbot55...I am the lizard king —J4Ward...Beware the terrible bean! — Will Erp.

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WHOSE MOTTO IS IT ANYWAY?

DAILY NEWS
NEW YORK'S HOMETOWN NEWSPAPER
Prez takes in B'way show, raises $4 mil as Dems warn him to fess up
WHAT, ME WORRY?
SEE PAGES 2-4

You know the President is in trouble when New York Daily News headline writers make a comparison between him and MAD's own Alfred E. Neuman! We wonder if Alfred's name popped up in the Starr Report. We're not sure 'cause we didn't read the whole thing — just the dirty parts!

MAD CELEBRITY SNAPS

My brother gave me a subscription to MAD last year as a gift. I have been reading it for years, but I've been too cheap to shell out the cash to subscribe. With that subscription ending soon, I figured I'd have to get creative or I'd have to dish out the money myself for this nonsense! Enclosed is a picture of the band Barenaked Ladies. Since we are holding two MAD magazines and there are four members of the band (plus myself and my two brothers) in the picture, we figure you owe the three of us a total of 72 years of free subscriptions!

The Kane Brothers
Stoughton, MA

Citizens Kane — Thanks for sending us the celebrity snap of that crazy Canuck band. In your letter you say you're sending us a picture of Barenaked Ladies, but where are the bare naked ladies? All we see are dorky-looking guys! O.k., we'll send you one three-year subscription that you can split between yourselves, but you have to promise to send us a picture of bare naked ladies!

From top left: Jim Creegan, Steven Page, Tyler Stewart, Mike Kane, Bill Kane, Ed Robertson and Chris Kane (Anyone not named Kane is a member of Barenaked Ladies!)!

TALES CALCULATED TO DRIVE YOU MAD #6 ON SALE JANUARY 19!

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THE RETURN OF MAD PROS AND CONS

It is sickening to me that there are so many talented writers and artists contributing to such a bad cause like the magazine you publish. The other day I happened to spot a MAD Magazine (#373) in the library and happened to browse over it. The article I first landed on was "The Lighter Side of..." It baffles the mind as to how a man could become so cynical and hardened that he would write such sarcastic garbage. I'm referring to Mr. Dave Berg. The reason children are so disrespectful and sarcastic to others is because influential publications such as yours encourage this type of behavior. As I write, a petition is being passed around to ban your magazine from the public library here. I hope by my writing you this letter, you will see my point and wise up.

Rev. William Oughtred
Ventura, CA

Padre — Perhaps the reason some kids are disrespectful and sarcastic is not because of MAD, but because the pompous, self-righteous adult deserves it! You follow? Amen! —Ed.

As a librarian who grew up reading your magazine, I want to thank you for making me a literate adult who has a sense of humor — at least until a dumb patron comes by with a stupid request. When I worked as a public librarian, we had your magazine in the children's room and now that I work as a law librarian, I wish it was in the children's room — oops — I mean in the attorney's offices. Don't worry, some day it will turn up in the men's room where we usually find all the daily prestigious newspapers like *The Wall Street Journal, Boston Globe* and *The New York Times*. I'm glad to know there is still wit and humor in this crazy world of ours, or at least in your magazine! Keep up the good work and get those librarians subscribing — you're long overdue!

P.S. When I didn't have a boyfriend, I cut out a picture of Alfred and put him in a nice frame on my desk at work. You should have seen people's reactions!

Jill A. Szynski
Somerville, MA

Jolly Jill — We here at MAD love, love, love librarians, or as we like to call them, infobabes! They are truly the unsung heroes of this country. We have taken the liberty of forwarding your letter to the newly created *Make a Dumb Wish Foundation*™ (See Letters Page #374). They were so moved by it that they are sending you several copies of MAD for you to mix in with those so-called prestigious newspapers. We're so pleased we won't even ask what you're doing skulking around the men's room! —Ed.

HO-HO-HUM!

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Annie Gaines, *Managing Editor* September 29, 1998

Good things used to come in threes! There were the Wise Men, the Musketeers, the Chipmunks, the Stooges...but that streak was broken when the Hanson brothers – Ike, Zac and Taylor – decided to move their singing act from the garage to malls across America! And somehow, this prepubescent pop trio has managed to keep their Clearasil-covered faces around a lot longer than their allotted fifteen minutes! But they'll come crashing down soon enough, as you'll see in a little tale we call...

The Incredible hanson Story.

1995-1998

The boys write the words and music for "MMMBop." Hanson first performs "MMMBop" onstage. They record an early demo version of "MMMBop." They later re-record "MMMBop" for their major label debut. "MMMBop" tops the charts! The brothers make the rounds of award shows to sing "MMMBop." They thrill fans with an acoustic rendition of "MMMBop." Along the way, Hanson also gives many interviews in which they discuss their musical versatility.

January 30, 1999

Hanson is offered four million dollars to open for Michael Jackson, the deal falls through, however, when it is later discovered the proposal has nothing to do with music

December 1, 1999

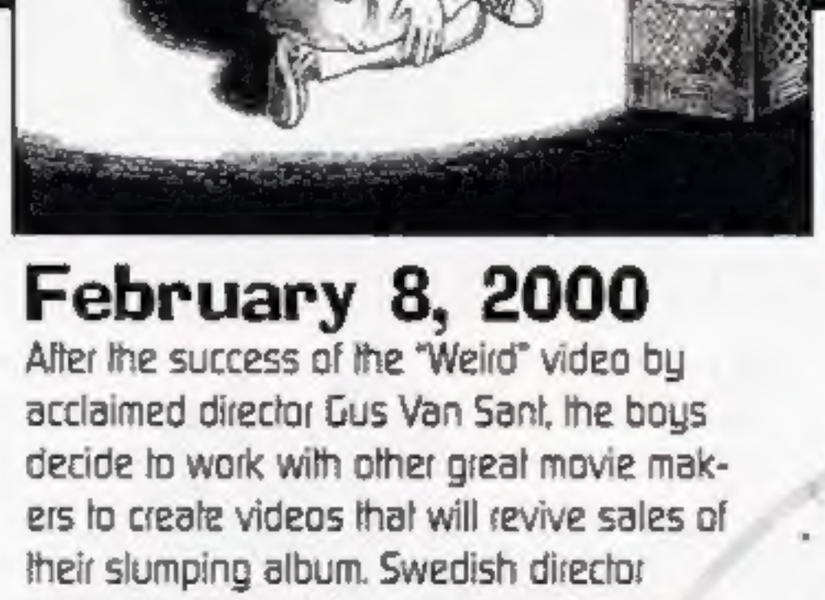
During an MTV interview, Zac is rushed to the hospital with an impacted smirk. Doctors assure grieving fans that he will be ok and as annoying as ever within days.

From Start to Finish!

ARTIST: TIMOTHY SHAMEY WRITER: DESMOND DEVLIN

January 4, 2000

Responding to skeptics who have long accused the band of having no additional material (and buying time with an easy Christmas CD and some crappy old tapes), Hanson at last releases the double-CD concept album, "We're Rubber, You're Glue." CD #1 plays into the critics' hands, consisting only of three answering machine messages, a 34-minute version of "Itsy-Bitsy Spider," a track of Ike singing "Happy Birthday" to a two-year-old Taylor, and fifteen re-mixes of "MMMBop." CD #2, however, features the group's first all-new material in years, including the up-tempo "FFFBop," the sassy "NNNBop," the soulful "BBBBop," and the more experimental "&&&Bop." The album peaks at #36, the first sign of trouble in Hansonland.

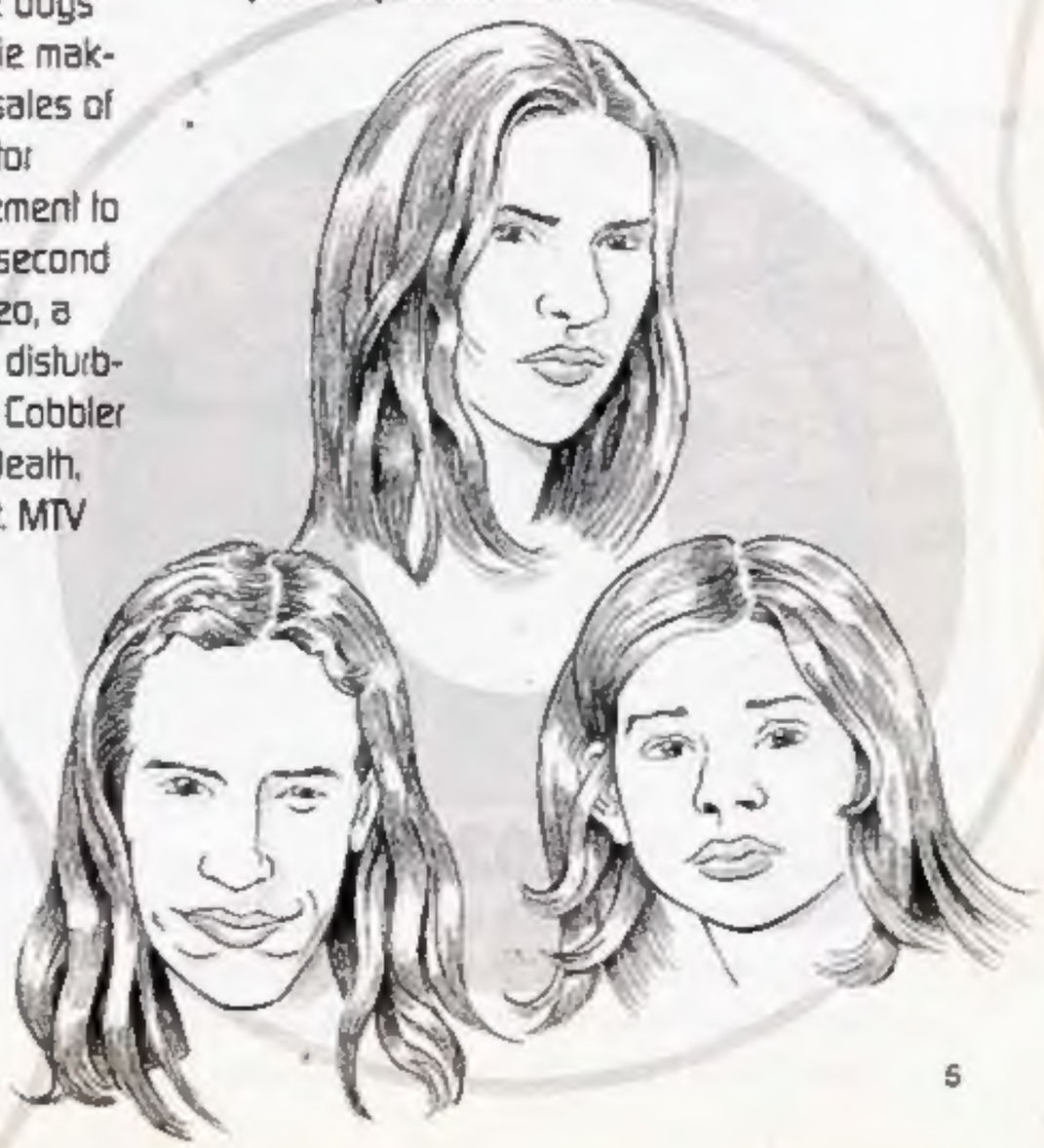


February 8, 2000

After the success of the "Weird" video by acclaimed director Gus Van Sant, the boys decide to work with other great movie makers to create videos that will revive sales of their slumping album. Swedish director Ingmar Bergman is lured out of retirement to make an impressionistic clip for the second single, "MMMVøp (Agony)." The video, a dizzying array of disconnected and disturbing images, ends with the unhappy Cobbler choosing to go off to oblivion with Death, rather than attend a Hanson concert. MTV plays the clip once at 4:40 a.m.

August 10, 2000

America's landfills report a 25% jump in waste product volume. Two-thirds of this increase is attributed to old Hanson pinup photos, posters, T-shirts and CDs.



The Incredible hanson Story, From Start to Finish!

March 13, 2009

Following a nasty slap-fight at a Hojo's they were performing at in Decatur, Alabama, Hanson announces they are breaking up "due to irreconcilable artistic differences, and because Ike is a big, smelly jerk-face jerk-head to infinity plus one." Zac's threats to write a blistering tell-all book fizzle when he realizes he hasn't gone to school since the age of seven.

July 7, 2012

Now solo, Taylor forms a five-man "supergroup" of other washed-up '90s performers, including Jazzy Jeff, the lead singer of Silverchair, and a Blowfish or two. Unfortunately, the ill-fated "Traveling Dingleberries" tour does not turn a profit.

January 9, 2016

After years of bitterness, the increasingly hard-on-the-eyes brothers reunite for their first concert together in nearly seven years. Sadly, the show is canceled when the bowling alley gets a last-minute customer who needs the lane.

June 16, 2020

Hanson's exclusive deal with Moistland Action Water Parks falls through when park officials decide they can get *five* Backstreet Boys for the same $650 it costs for just three Hansons.

September 7, 2023

Hanson finally enters the Rock and Roll Hall of Fame. Three minutes later, they are thrown out for trespassing.

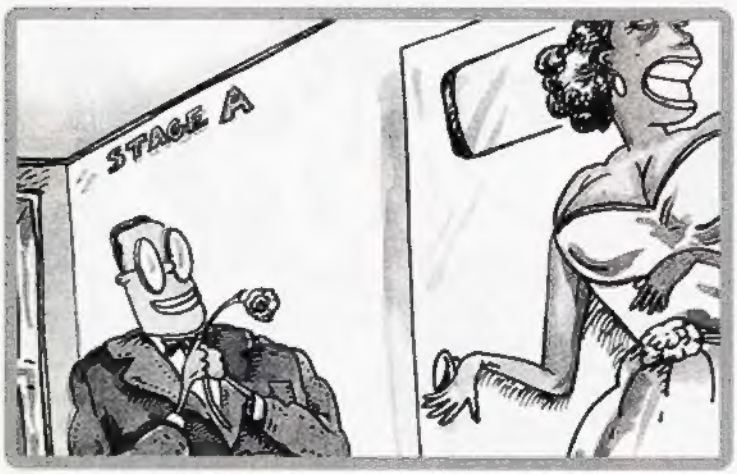
When you think of great classical music, certain names come to mind: Beethoven, Chopin and Bach, to name a few. Well, now you can add two more names to that venerable list. Here's...

Melvin & Jenkins'

GUIDE TO MUSIC APPRECIATION

JENKINS gets so wrapped up in the drama of the music that he unknowingly begins to tap his hands in time with the percussion.

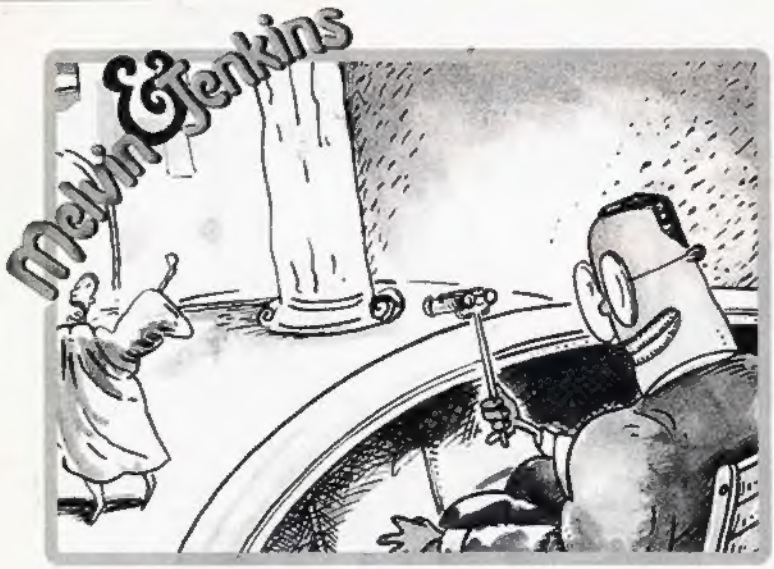
MELVIN expertly times his armpit squeezes to match each crash of the cymbals.



JENKINS waits outside the stage entrance holding a single long-stemmed rose, to show his appreciation for the diva's performance.

MELVIN is grilled by the police, but technically, there's nothing they can do about him standing on Lyle Lovett's street 14 hours every day.

ARTIST: KEVIN POPE WRITER: DESMOND DEVLIN



JENKINS prefers to view the opera from a private balcony so that he can drink in the full effect of the staging.

MELVIN prefers the private balcony so he can chuck Junior Mints down the lead soprano's cleavage.

JENKINS quietly follows the opera's libretto in its original Italian.

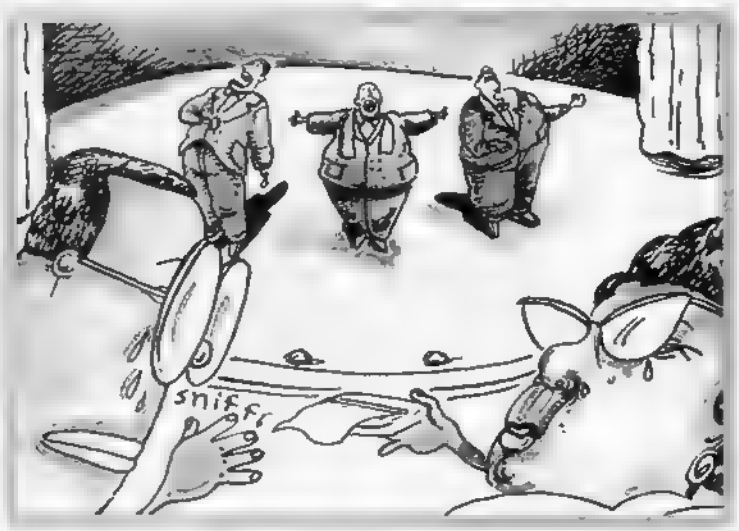
MELVIN ends every act, regardless of context, by jumping to his feet with a hearty "Heyyyy Macarena!"

JENKINS spends hours practicing the harp until his fingers blister.

MELVIN uses his harp to julienne an entire sack of Idaho potatoes into tasty home fries.

JENKINS fancies himself an audiophile, and uses imported speakers and a classic turntable to capture the richness of the original vinyl.

After his frisbee goes down the sewer, **MELVIN** uses vintage Caruso 78 records to teach his pit bull how to fetch.



JENKINS is overcome with emotion every time he hears the melodious sound of the Three Tenors' voices.

MELVIN wets himself every time he hears the moronic sound of a Three Stooges eye poke.

JENKINS studies how the sudden transposition of the brass section is sometimes used to underscore the dramatic arrival of the gods.

MELVIN is certain that if he could only fill a tuba with enough soapy water, he could blow a bubble the size of a Chevy Lumina.

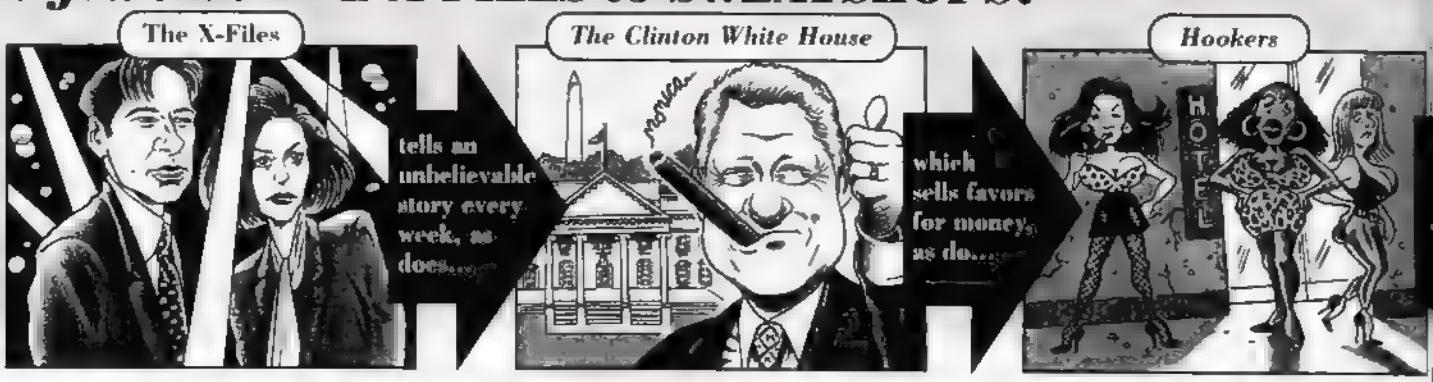
Warning to long-time MAD readers: You've read this intro twice already, so skip it! For those of you new to our publication, we've put a little spin on the "Six Degrees of Kevin Bacon" Game. Instead of connecting the aforementioned Mr. Bacon to some random celebrity, you have to find the...

6DEGREESOFSEP

can you link A MARATHON to 60 MINUTES?

A Marathon
is a test of human endurance, as is...
The Oscar Telecast
THE NOMINATIONS FOR A SCREENPLAY BASED ON MATERIAL FROM ANOTHER MEDIUM ARE
which attracts celebrities like flies, as does...
Scientology

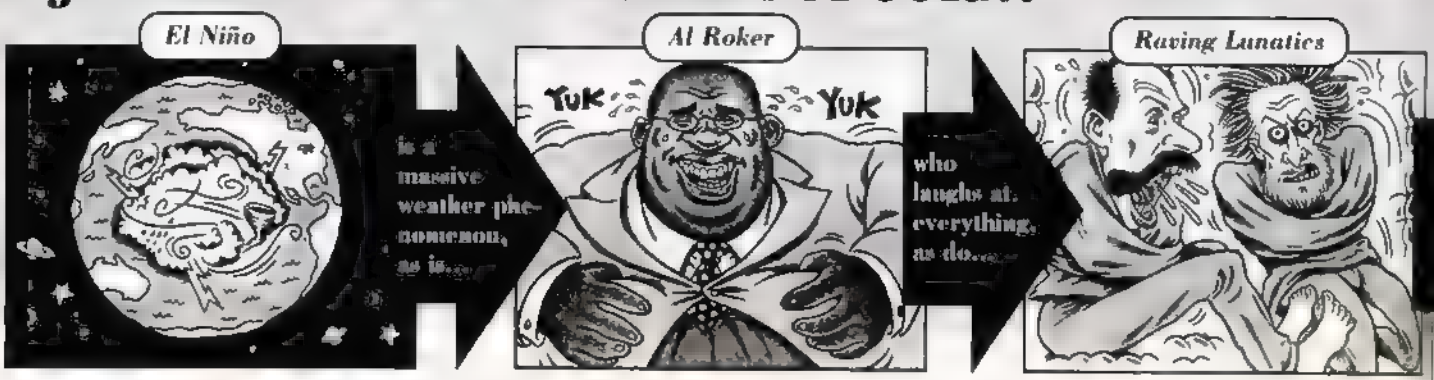
can you link THE X-FILES to SWEATSHOPS?



can you link THE TACO BELL DOG to THE McLAUGHLI

The Taco Bell Dog
is an offensive ethnic character, as is...
Louis Farrakhan
who blames the Jews for everything, as did...
Hitler

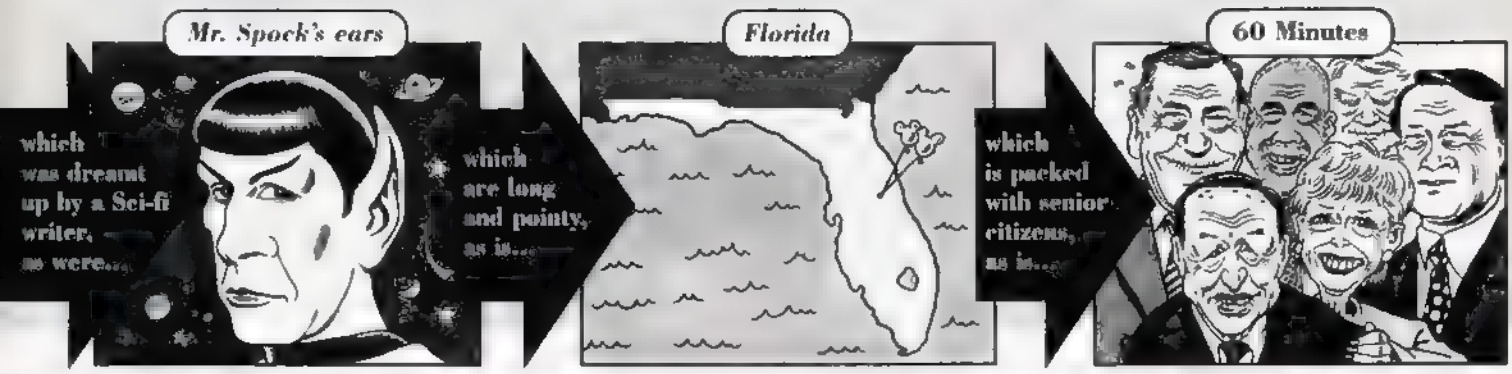
can you link EL NIÑO to MOVIE POPCORN?



ARTIST: RICK TULKA

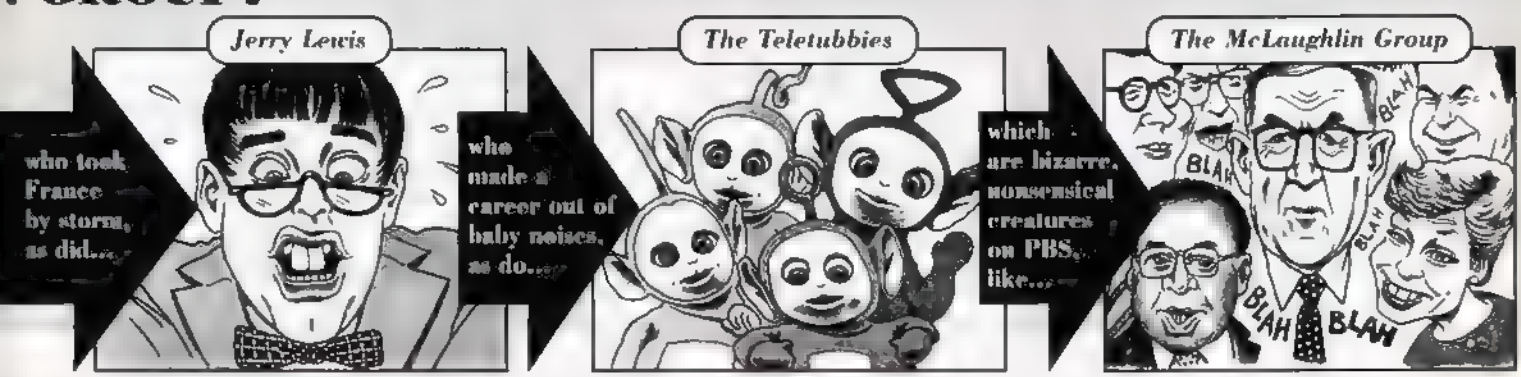
ARATION BETWEEN ANYONE AND ANYTHING

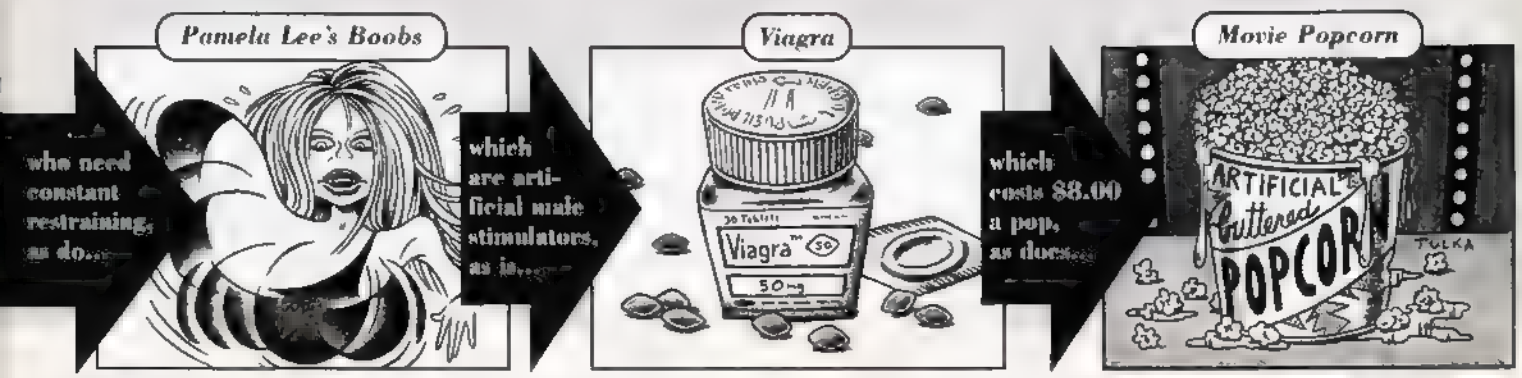
PART III


Mr. Spock's ears
which was dreamt up by a Sci-fi writer, as were...
which are long and pointy, as is...
Florida
which is packed with senior citizens, as is...
60 Minutes

Rats
who walk the streets at night, as do...
who are disease-carriers, as are...
Cruise Ships
which were popularized by Kathie Lee Gifford, as were...
Sweatshops

N GROUP?



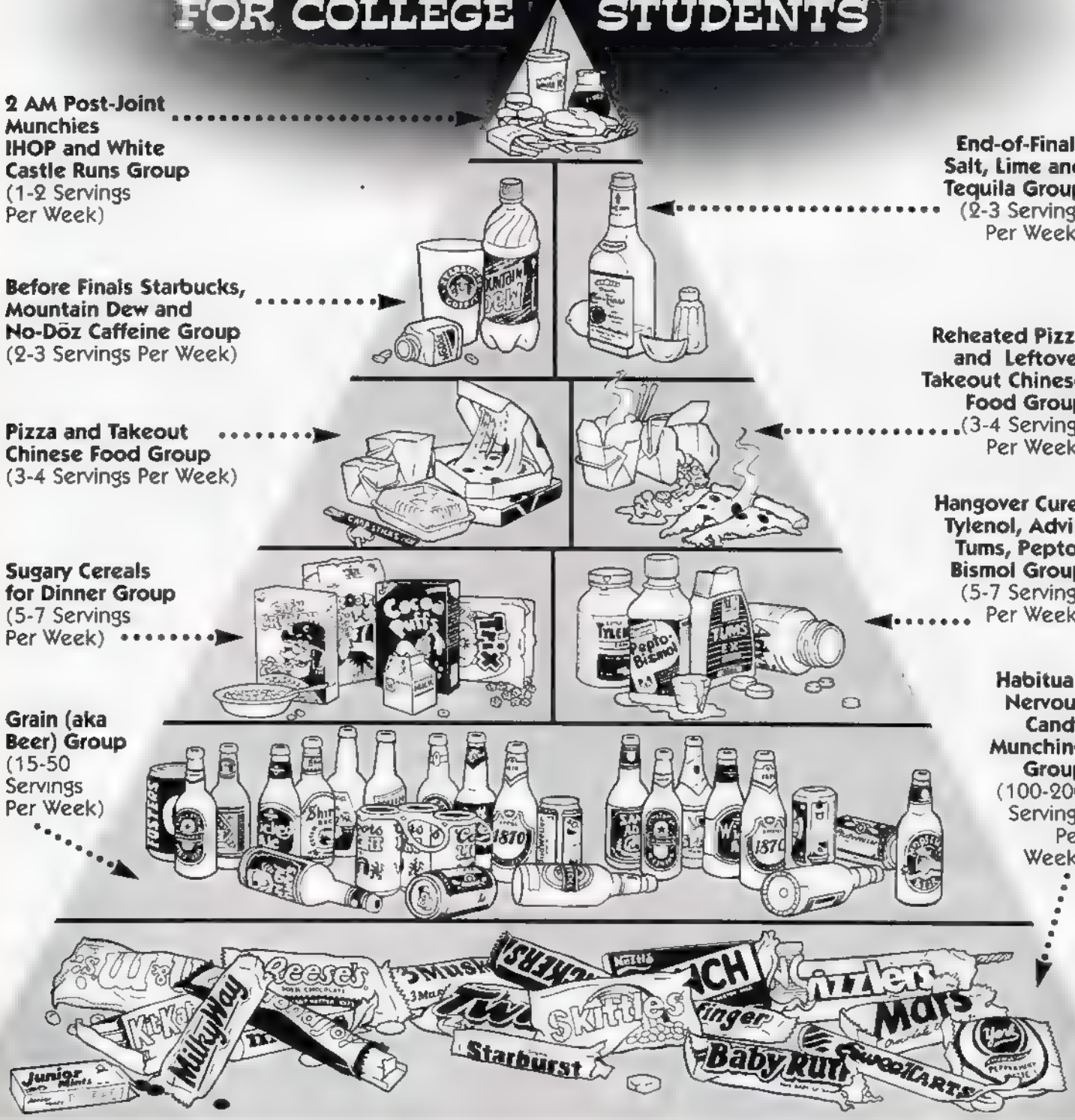


WRITER. MIKE SNIDER

AND THE EAT GOES ON DEPT.

Those well-intentioned but misguided folks at the U.S. Department of Health are at it again! Now they're putting out something called the Food Guide Pyramid, an over-simplified chart that's supposed to show you, as they put it, how to "build a healthful diet by eating a variety of foods." This extremely useful and sensible chart is conscientiously ignored by over 200 million Americans a day, most notably by the fine young men and women enrolled in our nation's institutes of higher learning. So take note, Department of Health! Here's...

MAD'S REALISTIC FOOD GUIDE PYRAMID FOR COLLEGE STUDENTS


2 AM Post-Joint Munchies IHOP and White Castle Runs Group (1-2 Servings Per Week)
End-of-Finals Salt, Lime and Tequila Group (2-3 Servings Per Week)
Before Finals Starbucks, Mountain Dew and No-Doz Caffeine Group (2-3 Servings Per Week)
Reheated Pizza and Leftover Takeout Chinese Food Group (3-4 Servings Per Week)
Pizza and Takeout Chinese Food Group (3-4 Servings Per Week)
Hangover Cure: Tylenol, Advil, Tums, Pepto-Bismol Group (5-7 Servings Per Week)
Sugary Cereals for Dinner Group (5-7 Servings Per Week)
Habitual, Nervous Candy Munching Group (100-200 Servings Per Week)
Grain (aka Beer) Group (15-50 Servings Per Week)
Pepto-Bismol
TUMS
Reese's
Milky Way
Junior Mints
Starburst
Skittles
Baby Ruth
Mars

SOURCE: Two guys from the Kappa Sig House, Some Chicks We Met Playing Thumper & This Guy Who Lost His Football Scholarship For Having A Huge Gut

ARTIST: TIMOTHY SHAMEY

WRITER: DENNIS SNEE

BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF...

JUSTICE

So I **should** tell the **judge** that I **fell off** a **twelve foot ladder,** right?
Exactly! Just **don't mention** you were on the **bottom rung** at the **time!**

THE UNIVERSE

ARTIST AND WRITER: DAVE BERG

Why do you **say that?**
Because if they're **intelligent enough** to **master space travel,** then they'd **certainly** be **intelligent enough** to **avoid Earth!**

PREJUDICE

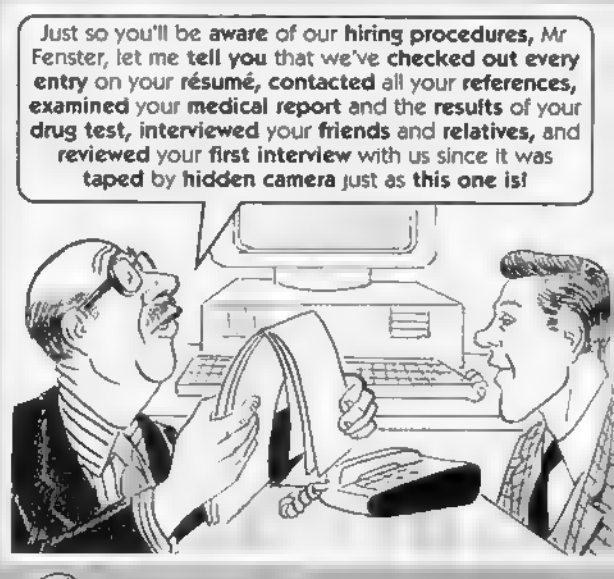
I **can't believe** how that driver **passed us by** as if he **didn't see us! Why** did he **do that?**
Let's put it **this way**– it's **not** because his **mother** told him **never** to **pick up strangers!**

FIRE FIGHTERS

RELATIONSHIPS

There's only one type of guy I'd marry! He's got to be quiet, giving, and non-confrontational!
So there won't be a messy battle when I divorce him!

INTERVIEWS


Just so you'll be aware of our hiring procedures, Mr Fenster, let me tell you that we've checked out every entry on your résumé, contacted all your references, examined your medical report and the results of your drug test, interviewed your friends and relatives, and reviewed your first interview with us since it was taped by hidden camera just as this one is!

WEDDINGS

CALORIES

Boy, you're really working out like a dynamo this morning!
I have to make up for last night! We celebrated my losing 20 pounds!
That's nice! Where'd you go?
To a gourmet all-you-can-eat restaurant!

THERAPY

Now, tell me a little about yourself!
I had it all, Dr. Forman! Money, power, cars, and most important, the love of a beautiful woman! And now it's all gone!
What happened to it all?
My wife found out about her!

SCHOOL

Welcome to Modern Communication 101! The first order of business will be...
...to turn off the ringer and put away all cellular phones!

THE OFFICE

I heard a **rumor** that there's going to be **cutbacks** and people are going to be **let go**!
That's **not true,** Charlie! You have **nothing** to **worry about!**
But if the **situation** should ever **change,** you'll be the very **first** to **know about it!**

LOGIC

DOCTORS

I don't **think** I'm **really overweight,** Doctor! I **believe** I'm just **retaining water!**
Yes, **that's true,** Kaputnik!
The **problem** is you're also **retaining ice cream, cake, cookies, fries, malts** and a truckload of **other garbage!**
David Berg

Ally McBeal Mania

The Flag Burning Amendment That Won't Die

Ginger Spice Takes A Hike

Estrogen Rock

Norm "Crybaby" McDonald

South Park or "Oh My God! They Killed Quality!"

THE MAD 2

THE 20 DUMBEST PEOPLE, EVENTS AND THINGS OF 1998

Trash TV

Rodman & Malone's Pro Wrestling Sideshow

The Sultan Of So-What

Monicagate: The Never-Ending Saga

Seinfeld's Endless Farewell

James Cameron Stinks Up The Oscars

Astro-Geezers

The PGA Tees Off On A Gimp

The Viagra Feeding Frenzy

Right-Wing Gay Bashing

Bogus News

Marv Albert Sinks His Teeth Into A New Job

The Tobacco Bill Goes Up In Smoke

Software That Sucks

1 MONICAGATE
THE NEVER-ENDING SAGA
Sinister villains, classic confrontations, hideous creatures, and yes, even a princess — albeit one with a thonged butt the size of Nebraska. The White House scandal had all the elements of a sci-fi epic, except one — there were no heroes.
STARR WARS
Not so long ago, in a country not so far away...
...is a period of civil lawsuits. A horny President, investigated by a relentless Special Prosecutor, claims, "I did not have sex with that woman, Miss Lewinsky."
During the tumultuous legal battle, the evil Special Prosecutor managed to obtain lurid testimony from Miss Lewinsky about the Commander-in-Chief's dark side and THE DEATH CIGAR, a bizarre sexual prop with enough power to destroy an entire Presidency.
Pursued by an ever-vigilant Republican Congress, the embattled President desperately hides behind his lawyers, custodians of the flimsy defense that he hopes can save his political ass...

2 JAMES CAMERON STINKS UP THE OSCARS

Pity poor Jim Cameron! Even though his movie drags on for over three hours, he had *less than two minutes* to speak when he accepted the Academy Award for Best Picture! This really bothered arrogant Jim, who isn't used to editing for pacing, brevity and crispness like other film makers! He barely had enough time to thank himself! That's why we've donated the following space to present for the first time anywhere...

JAMES CAMERON'S TITANIC OSCAR SPEECH
THE SPECIAL DIRECTOR'S CUT

(His actual Academy Awards speech with previously "cut" lines presented in red)

I just want to say a couple of things. First, as I said when I accepted the Best Director Oscar, I'm the King of the World! We're here tonight to celebrate the magic of movies and I'm grateful every day to get to be a part of that magic and a practitioner in it and to have made the most honored film ever that didn't win Oscars for Best Actor, Best Actress, Best Supporting Actor, Best Supporting Actress or Best Screenplay. What's wrong with you bastards!? But we did win for "Best Sound Effects Editing." Whoo!

I love it and tonight has been such a great celebration for us and it seems to somehow express this strange wave that's happened with *Titanic* where people all over the world have opened their hearts to this movie — for instance, since I started speaking, *Titanic* brought in another 600 bucks at the 10 o'clock show in Paraguay! And that's so gratifying to all of us that worked on it and we'll be forever grateful to them the audience and I know a lot of you are watching at home.

Frankly, I knew this film would be a success because I've had experience working with massive, inanimate hulks — remember, I directed Schwarzenegger in both *Terminator* flicks! In the midst of all this euphoria — and I must repeat, I'm the King of the World! — it's kind of hard for us to remember that this euphoria and this success is for a film that's based on a real event that happened where real people died that shocked the world in 1912, though I'm sure all those people would have drowned gladly if they'd known it would inspire me to make this film.

So I'd just like everybody to go with me just for a second on something here. If you refuse, I'm going to bring back Celine Dion to sing that crappy song again, you follow? I'd like to do a few seconds of silence in remembrance of the 1500 men, women and children who died when the great ship died — and also in remembrance of my wife, Linda Hamilton, who, as I did with my previous three wives, will soon be dumping for an even younger trophy wife. But don't worry, Linda, I won't dump you for the pretty young co-star in *Titanic*. Leonardo told me he doesn't go that way.

And the message of *Titanic* of course is that if the great ship can sink the unthinkable can happen, the future is unknowable, the only thing that we truly own is today, life is precious, and that I realize I should be on my hands and knees knowing I owe my life to a couple million teenage girls who went to this flick seven times each to see Leonardo Dicaprio and Kate Winslet do the nasty in a car on a big boat. But that would take away from my uninterrupted tribute to myself. So during these few seconds I'd like you to also listen to the beating of your own heart which is the most precious thing in the world.

Join me please in a few seconds of silence for Titanic. I'd ask for a longer period of silence, but that would mean I'd have less time to speak, and we can't forget why we're here, right? (15 seconds of silence.) Thank you very much, that's about as much as I'm sure Gil Cates can stand. All right. You've really made this a night to remember in every way, a night honoring my movie, which in a few short months will be the greatest movie ever available at Kmart for $9.99 — the same cost as *two* toilet brushes! Now let's go party till dawn! I feel like saying "I'm the King of the World!" again, but hey, I'm humble.

WRITER CHAR. E KADAL

ARTIST MARSHAL vANDRUFF

3 SEINFELD'S ENDLESS FAREWELL

Imagine this: A friend tells you several times he has six months to live. Terrible, right? But now imagine that he stops by your house every day to remind you he's dying. And every time you pick up a newspaper or magazine there's an article about his impending death. You can't even go to a meeting at work without someone mentioning your dying pal. After a couple of weeks, you'd actually be PRAYING for the bastard to drop dead! Now you know how we felt about the long, long, long good-bye of *Seinfeld*.

SEINFELD BY THE NUMBERS

Number of magazine and newspaper articles about the end of *Seinfeld* . . . 752

Number of magazine and newspaper articles about the end of *Seinfeld* with "Sein Off," "Sein-ing Off," or some supposedly clever use of the first four letters of *Seinfeld* worked into title . . . 748

Cost to produce an episode of *Seinfeld* . . . . . $2.75 million

Cost to the U.S. economy of all the time wasted around office water-coolers the next day discussing it . . . . . $149.6 billion

Total number of sexual partners that Jerry, George, Elaine and Kramer have had 739

Resulting instances of venereal disease, pregnancy or HIV-transmission as a result of all these partners . . . 0

Odds of the same results in real-life . . . 1 in 25 million billion quadrillion

Amount of profits Jerry reaped as a result of series . . . $650 million

Amount of profits real life Soup Nazi reaped as a result of series . . . $930 million

Number of Americans watching final episode . . . 80 million

Number of those shaking their heads in stunned disappointment afterwards . . . 79.9 million

Number of those who could have written a better script for the final episode . . . 79.8 million

Number of "master-of-your-domain" jokes told by male *Seinfeld* viewers in 1997 35,309,458

Number who actually were "masters-of their domain" at the time 6

5 THE FLAG BURNING AMENDMENT THAT WON'T DIE

If our government officials are to be believed, a person can't walk two blocks these days without seeing some unpatriotic anarchist trying to bring down the Republic by turning the revered symbol of our nation into smoldering soot! Huh? Did we miss something? We thought this non-issue was dead eons ago! Oh yeah, 1998 was an election year! Time to pander to the yahoos and drag this stupid amendment out of obscurity! So let's cue up the soundbites as...

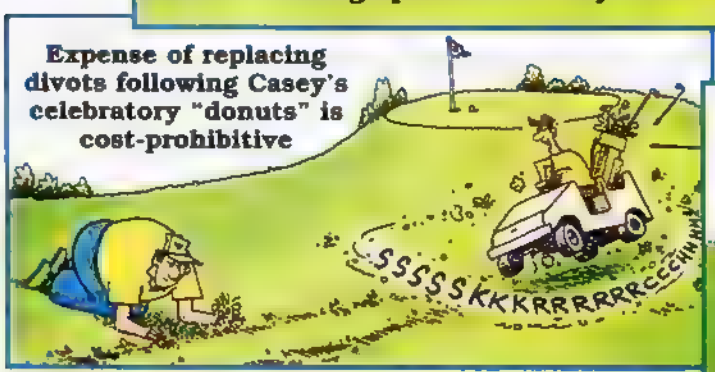
YOUR CONGRESSMEN EXPLAIN THEIR STANCE ON THE FLAG-BURNING AMENDMENT

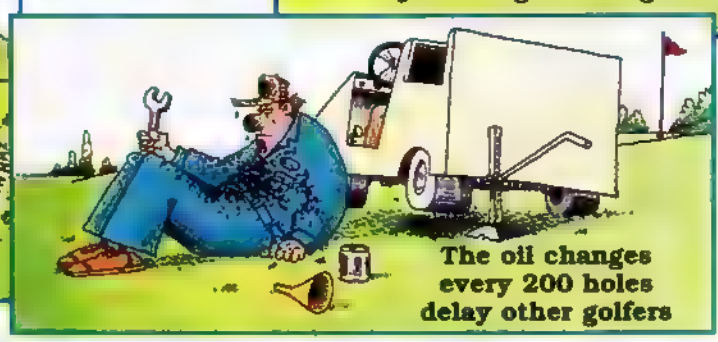
There have been almost **two dozen flag-burnings** in the **past decade.** Passage of this amendment may cut that amount by **one third!**
FLAGBURNING REPORT
BY K STARR & STRIPES
Just as **troubling** as the **desecration** of the **flag** is the **rampant depiction** of **flag burning** in **Hollywood movies, rap CDs, art displays** and **video games.** I am proposing a **voluntary "FB" rating** for anything that includes **flag burning** as **drama.** And if the studios do not **voluntarily accept** this **voluntary rating,** I will propose legislation **forcing them to do so!**
BUNK!
Our **brave astronauts** left the **U.S. flag** planted on the **moon,** where it **stands** to this day. If we **don't pass** this **amendment, alien creatures** could come along and **burn it!**

4 THE PGA TEES OFF ON A GIMP

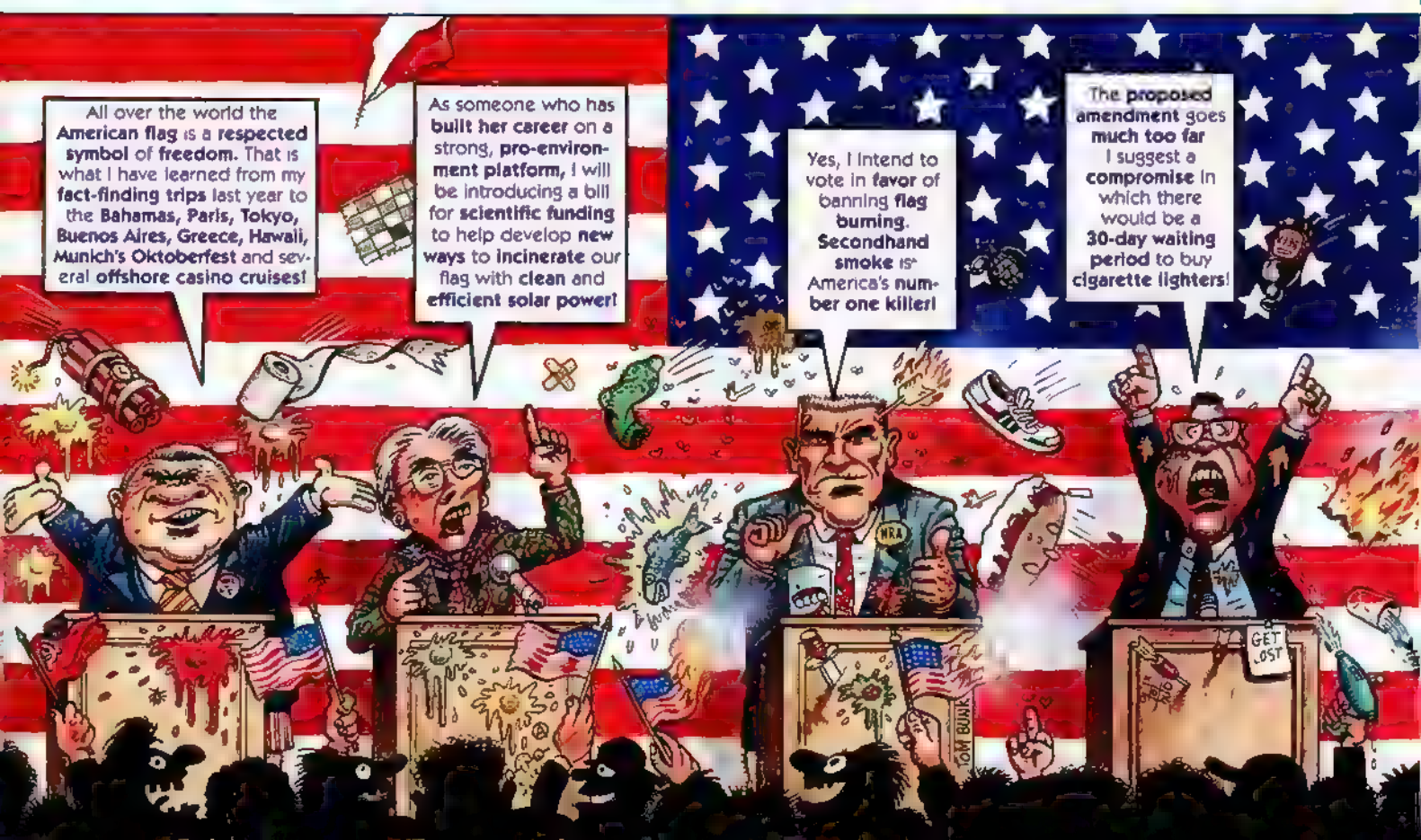
It came as no surprise that when handicapped golfer Casey Martin asked the elitist PGA to allow him to use a cart, they told him "You walk like everyone else or you keep your crippled butt off the course." It would destroy the integrity of the sport, they said, by giving Martin an unfair athletic advantage. Hey fellas, golf is NOT a sport and pot-bellied sixty-year-old geriatrics who can't carry their own golf bags are NOT athletes! Why don't you morons fess up and tell us...

THE *REAL* REASONS THE PGA DOESN'T WANT CASEY MARTIN TO DRIVE A GOLFCART





ARTIST AND WRITER JOHN CALDWELL


All over the world the American flag is a respected symbol of freedom. That is what I have learned from my fact-finding trips last year to the Bahamas, Paris, Tokyo, Buenos Aires, Greece, Hawaii, Munich's Oktoberfest and several offshore casino cruises!
As someone who has built her career on a strong, pro-environment platform, I will be introducing a bill for scientific funding to help develop new ways to incinerate our flag with clean and efficient solar power!
Yes, I intend to vote in favor of banning flag burning. Secondhand smoke is America's number one killer!
The proposed amendment goes much too far I suggest a compromise in which there would be a 30-day waiting period to buy cigarette lighters!
NRA
TOM BUNK
GET LOST

6 SOFTWARE THAT SUCKS

We don't like Bill Gates and neither should you. He's a little geek with greasy hair, bad skin, and will make more money in the next four minutes than you would if you lived to be 812! This year, the man who heats his super-sized mansion by burning 10 lb. sacks of crisp hundred dollars bills dumped Windows 98 on us. True story: the day he unveiled it at a trade show for the press, it crashed! But that didn't stop the monopolistic weasel from rushing it to the stores!

A WINDOWS 98 AD WE'D LIKE TO SEE

Hi. I'm Bill Gates, founder of Microsoft. I'm here to introduce the upgrade to our world popular Windows 95® operating system...

Windows 98®

Microsoft Windows 98
The Windows 98® upgrade is available now at your local computer retailer for a suggested retail price of $89.95*, the exact same price you paid for our complete brand-new operating system just three years ago!
Look, the way we're swallowing up the competition, you know we're going to be on your desktop eventually, so why fight it? Take advantage of our special offer and pick up your Windows 98® upgrade today! We might not be feeling so generous in the future.
*Price includes your share of Microsoft's legal fees in our fight with the U.S. Government to protect our monopolistic control of the software market.

It's Microsoft's all-new computer software upgrade that makes Windows 95® perform the way it was supposed to three years ago! Windows 98® features these ALL-NEW bugs and glitches:

Integrated Support

37 brand-new error codes with no explanation in any Help Menu. It's like getting a free Treasure Hunt game!

User Friendliness

Ominous phrases like "You have performed an illegal operation and this computer must shut down" now appears in a more readable typeface!

Exciting Graphics

Many total system crashes are now in exciting 3-D!

Multi-Tasking Capabilities

Our optional video card and antenna let you receive television broadcasts right on the screen, enabling you to turn your $3,000 computer into an inferior $200 color TV!

Internet Choice

You can use Microsoft Internet Explorer 4.01, which comes pre-packaged with Windows 98® or, if you wish, you can stay off the Web. The choice is up to you!

Advanced Technology

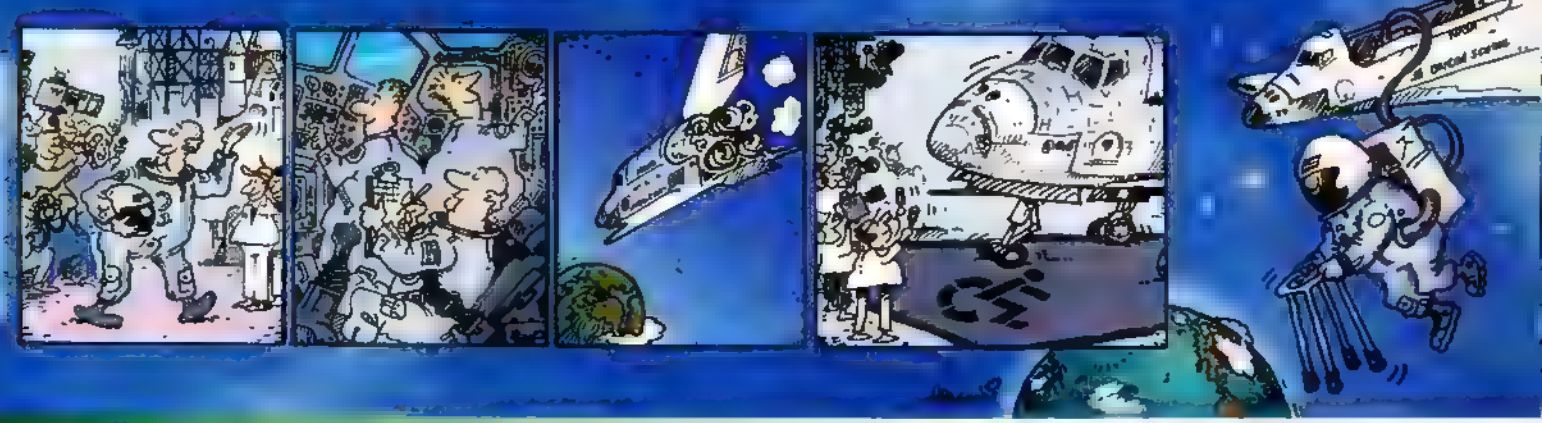
Recognizes new hardware that won't be on the market until Windows 98® is replaced by Windows 2001® (which will make Windows 98® run the way it's supposed to now)!

WRITER DICK DEBARTOLO PHOTOGRAPHER IRVING SCHILD

7 ASTRO-GEEZERS

This fall, 77-year-old John Glenn made his "triumphant" return to outer space! And at first, we were a little scared to see a $2 billion taxpayer-funded space shuttle being commanded by a guy so elderly he could barely see over the dash! But when all was said and done, wasn't it worth it to finally discover the effects of weightlessness on dentures, swollen prostates and ear hair?

A MAD LOOK AT JOHN GLENN IN SPACE



8 ALLY McBEAL MANIA

It's been driving us crazy: How does the lame-ass, Monday night whine-fest *Ally McBeal* manage to generate more buzz than an electric shaver on Elliott Gould's back hair?! Was the ditzy-self-loathing-faux-feminist demographic really THAT vastly under-served?! We're not sure, but we're hoping against hope that this show's life-span is shorter than one of Calista Flockhart's micro-minis!

A COURT CASE WE'D LIKE TO SEE

UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF CALIFORNIA

Plaintiffs: VARIOUS (Identified below)
- against -
Defendant: *ALLY McBEAL*

NATURE OF ACTION
Class-action lawsuit filed on behalf of the plaintiffs, either singly or as groups [identified below] naming the defendant, the television show *Ally McBeal*, as the sole responsible party in damages sustained from the production, promotion, and broadcast of the show. Plaintiffs seek compensatory damages in an amount in excess of $250,000 per count as proven at trial

PARTIES AND CLAIMS FOR RELIEF I THROUGH IV
I. Self-respecting, intelligent, real-life successful female attorneys for defamation of character due to Calista Flockhart's unflattering depiction of a female lawyer as a cutesy-pie, naive, airheaded, confused waif;

II. Cartoonist Cathy Guisewite, an individual, for copyright infringement, based on numerous similarities between her character of "Cathy" and that of "Ally," specifically that both characters supposedly appeal to the single, upwardly-mobile career woman while actually obsessing over issues so petty they set feminism back to a period before the birth of Gloria Steinem;

III. A group of men, currently numbering in the thousands and growing weekly, for punitive damages as they dutifully watch the show with their girlfriends, wives, etc., instead of *Monday Night Football*, resulting in "psychological emasculation";

IV. Online service users, also numbering in the thousands, who are sick to death of the once amusing, now extremely tiresome (and arguably eerie) Dancing Baby, which formerly was attached as a file to every other piece of e-mail they received, with the subject line: "You HAVE to Check This Out...funny!!!!!!!!," and which has now transcended simple e-mail and become a semi-regular fixture on the show;

This Court has federal subject matter jurisdiction under 28 U.S.C. 1331, 1338, and 1367. Venue in [illegible] proper under 28 U.S.C. §§ 1391 and 1400(a).

ARTIST: MORT DRUCKER WRITER: SCOTT MARKO

9 RODMAN & MALONE'S PRO WRESTLING SIDESHOW

This summer, Dennis Rodman, fresh off another championship season, stepped into the squared circle for a tag team match against 1997 NBA MVP and Olympic gold medalist Karl Malone. It's a tough call to decide who was dumber: The two elite professional athletes pretending to duke it out in a phony "sporting" event with a bunch of steroid-juiced goons or the thousands of slack-jawed morons (i.e. wrestling fans) who ponied up $39.95 for the pay-per-view!

A PEEK BEHIND THE SCENES AT WCW'S BASH AT THE BEACH

ARTIST GREY BLACKWELL WRITER DESMOND DEVLIN

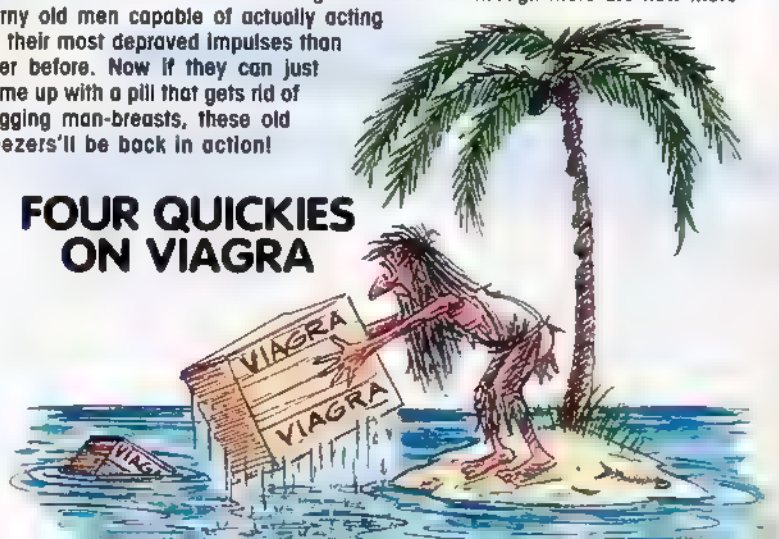
Apparently, Dennis Rodman is bothering the Nitro Girls!
Is he trying to get a date?
No, he's trying to become one! Odd thing is, he's prettier than most of them!
Whap!
Hey, Dennis Rodman has a new tattoo on his forearm!
Let me see if I can make it out—
"1 Put Diamond Dallas in a headlock.
2. He reverses and flips me over.
3. He kicks me in the stomach.
4. Beg for mercy, but then punch him.
5. Run to corner and tag Hogan."

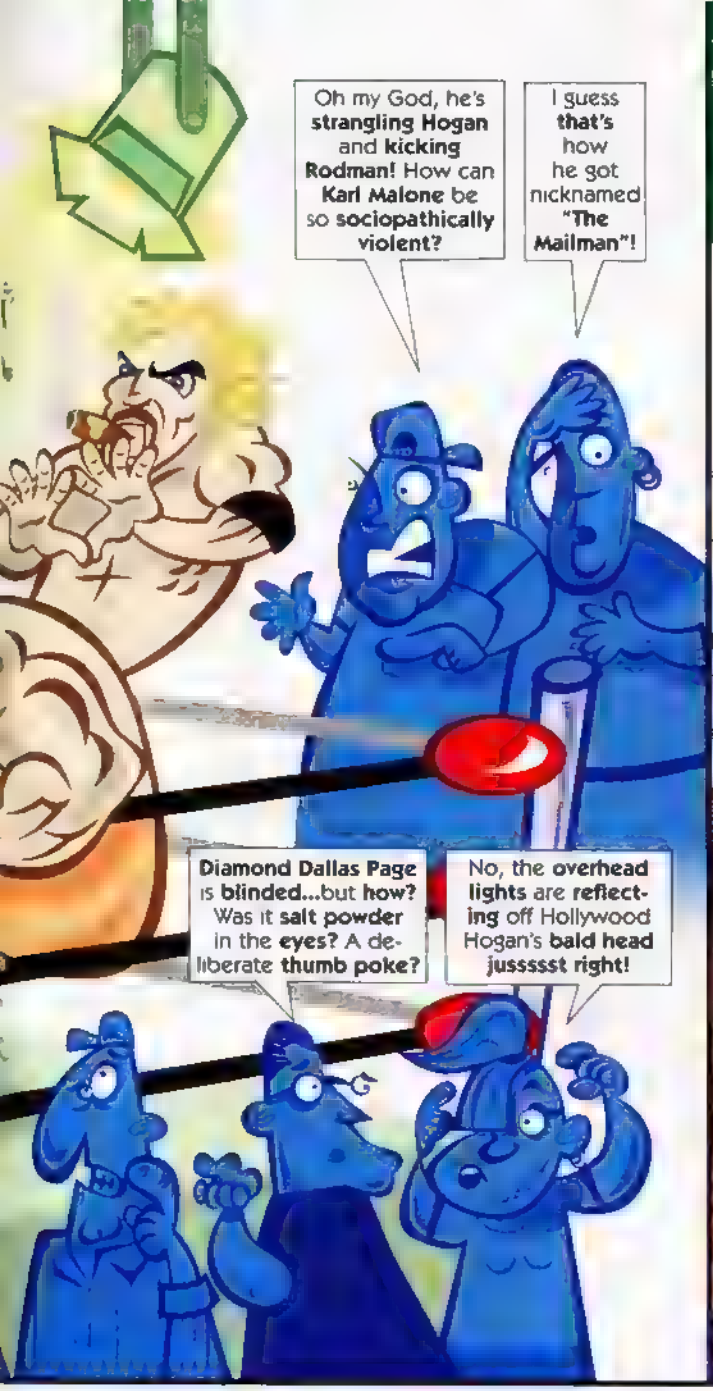
11 THE VIAGRA FEEDING FRENZY

It was, ahem, *big* news, if you know what we mean. Pfizer came out with a male impotence drug and their stock shot up even faster than guys using the stuff. Great! Thanks to this amazing medical breakthrough there are now more horny old men capable of actually acting on their most depraved impulses than ever before. Now if they can just come up with a pill that gets rid of sagging man-breasts, these old geezers'll be back in action!

ARTIST AND WRITER MORT GERBERG

FOUR QUICKIES ON VIAGRA




Oh my God, he's strangling Hogan and kicking Rodman! How can Karl Malone be so sociopathically violent?
I guess that's how he got nicknamed "The Mailman"!
Diamond Dallas Page is blinded...but how? Was it salt powder in the eyes? A deliberate thumb poke?
No, the overhead lights are reflecting off Hollywood Hogan's bald head jusssssst right!

10 GINGER SPICE TAKES A HIKE

Despite what Andy Warhol said, few of us actually get our 15 minutes of fame. Ginger Spice (remember her?) was well on her way, but the bimbo stopped the clock early. What made her do it? A promising career as a solo artist? Nope. A chance to work for the U.N.? Uh-uh. A humongous and out-of-control ego? BINGO! While shrieking, pre-pubescent girls around the globe were devastated, the way we see it, that's one down, four to go!

GERI HALLIWELL: ONE YEAR LATER

12 SOUTH PARK

"OH MY GOD! THEY KILLED QUALITY!"

By now you've heard the unlikely success story of Matt Parker and Trey Stone, the two young animators who parlayed their crudely drawn short film into cable TV's hottest show. But amidst all the hype, hoopla and endless magazine covers (including ours — um, twice), people failed to take note of one small fact: *SOUTH PARK* AIN'T THAT GOOD, DUDE! And if Matt and Trey had even a shred of self-awareness, they'd admit it themselves!

AN INTERVIEW WITH MATT PARKER AND TREY STONE WE'D LIKE TO SEE

ARTIST GREY BLACKWELL WRITER SCOTT MAIKO

MAD: *How have you succeeded in giving* South Park *such a unique look?*

TREY: I think it's our total lack of artistic talent that gives the show its distinctive look. And let's not forget our Animation Director. We hired a slacker friend of Matt's whose only experience was making a twenty second stop-motion film on a Super 8 camera in junior high school using Matchbox cars.

MATT: And Comedy Central's been really supportive and generous. They've actually doubled our animation budget so we were able to buy *two* pads of colored construction paper for this season.

MAD: *Have your main characters developed so much that you argue over who says what, like, "Oh, no, Stan wouldn't say that...that's more of a Kyle line."*

TREY: Luckily for us, our audience's expectations are so low, we don't have to worry about keeping Stan or Kyle in character. Essentially, they're as two-dimensional as the paper they're made from.

MATT: And, keep in mind, since we provide their voices and sound virtually the same, most viewers can't recognize one from the other.

TREY: Yeah, and since every other line of dialogue is swearing and will be bleeped out, it's a moot point!

MAD: *Do you ever worry that Chef's schtick of trying to seduce women by suggestively singing to them may be getting a little played out?*

MATT: Geez! Next you'll be complaining that using the exact same line, "Oh my God, they killed Kenny! You bastards!" in every episode stopped being funny after the fifth time we used it!

MAD: *Do you ever worry that the whole* South Park *craze might die out as suddenly as it started?*

TREY: Sure, that's why we're making movies, so when *South Park* goes belly-up we'll have a film career to rely on.

MATT: Yeah, we want to keep churning out fun stuff like *BASEketball* and *Orgazmo*.

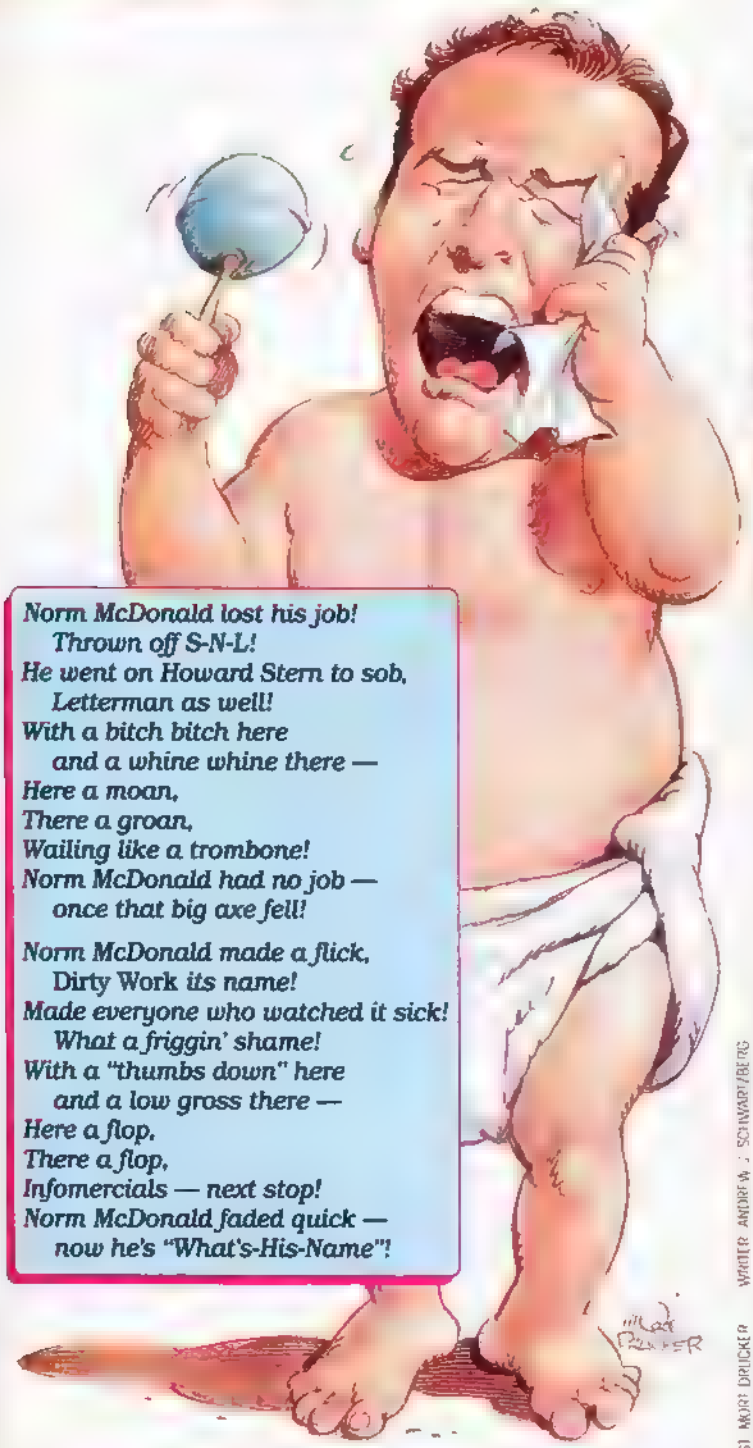
MAD: Hoo boy! *You're going to want to hang on to this* South Park *gig as long as possible!*

13 NORM "CRYBABY" McDONALD

Former Weekend Update anchor Norm McDonald claims he was canned from *SNL* for making jokes about NBC President Don Ohlmeyer's knife-wielding buddy, O.J. Simpson. Don claims Norm was canned for not being "sharp and controversial." And WE claim that no one gives a rat's ass about the petty bickering between a pompous, marginally-talented stand-up and a grossly overpaid, incompetent TV exec — although you'd never know it from all the play the media gave this monumental non-story.

NORM McDONALD LOST HIS JOB*

*(*SUNG TO THE TUNE OF OLD MacDONALD HAD A FARM)*



Norm McDonald lost his job!
Thrown off S-N-L!
He went on Howard Stern to sob,
Letterman as well!
With a bitch bitch here
and a whine whine there —
Here a moan,
There a groan,
Wailing like a trombone!
Norm McDonald had no job —
once that big axe fell!

Norm McDonald made a flick,
Dirty Work its name!
Made everyone who watched it sick!
What a friggin' shame!
With a "thumbs down" here
and a low gross there —
Here a flop,
There a flop,
Infomercials — next stop!
Norm McDonald faded quick —
now he's "What's-His-Name"!

ARTIST MORT DRUCKER WRITER ANDREW J. SCHWARTZBERG

14 BOGUS NEWS

1998 was a banner year for gaffes by the media. CNN and *Time* falsely accused the armed forces of using nerve gas in Laos. *The Boston Globe* fired two columnists for plagiarizing and inventing sources. *The Cincinnati Enquirer* wrongly accused Chiquita Brands of bribery, kidnapping and other crimes. All of these publications were forced to apologize and issue retractions. Well, more screw-ups will surely follow, and when they do, red-faced publishers may want to make use of...

MAD'S ALL-PURPOSE MEDIA RETRACTION

We recently reported that
1 2 3.
Our story, based on 4 5,
has now been proven untrue.
We regret any 6 this
may have caused.

1
the CIA
the Defense Department
crazed UFOlogists
the Linda Tripp Fan Club
militant hairdressers
born-again heathens
Warren Harding look-alikes
a Spokane wacko named Ernie
cross-dressing Girl Scouts

2
traded guns for cocaine
traded cocaine for guns
peddled atomic secrets
swapped Alan Dershowitz jokes
rejected the nickel defense
rigged the Powerball Lottery
mooned Boris Yeltsin
airdropped poisoned rutabaga
hated Paula Jones' nose job

3
during the Gulf War
in the Balkans
in Area 51
without parental permission
at a Yeshiva pep rally
while crouched on all fours
in see-through wetsuits
for the sheer fun of it
without dialing 10-10-321

4
an anonymous source
secret documents leaked
a Tony Danza prophecy
an analysis of yak droppings
Beanie Baby hysteria
anti-Swedish sentiments
the effects of El Niño
calcium deposits
rumblings of discontent

5
in the Pentagon
on the West Bank
in the Drudge Report
in Gotham City
on a lost *Seinfeld* episode
in redneck country
far from the madding crowd
at a hush-hush swap meet
at the Streisand-Brolin nuptials

6
misunderstandings
canceled subscriptions
lawsuits
acts of revenge
suicides
erectile dysfunction
excessive salivating
ruined relationships
hormonal changes

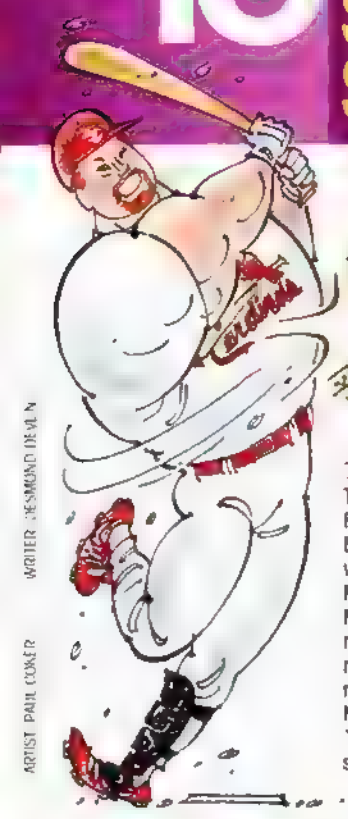
WRITER FRANK JACOBS

MAD 20

15 THE SULTAN OF SO-WHAT

There hasn't been such intense, obsessive attention given to a superstar pounding a small white object since Michael Jackson stopped hanging around with Macaulay Culkin! Yeah, it was a great feat that McGwire (oh, and some other guy on the Cubs who the media didn't like as much) accomplished, but did we have to hear every last damn detail about it? Don't think this thing was overplayed? Take a gander at...

MARK McGWIRE'S TIMELINE TO HISTORY SEPTEMBER 8, 1998



ARTIST: PAUL COKER WRITER: DESMOND DEVLIN

5:50 PM
Before the game, McGwire and Sammy Sosa film a short presentation for the MTV Video Music Awards. The two ballplayers have some difficulty reading the cue cards, stumbling over their own words and interrupting each other. They are immediately offered full-time VJ jobs.

7:00 PM
The TV broadcast begins. Fox-TV announcer Jack Buck says that Roger Maris was a complete player. Tim McCarver says that Roger Maris was the perfect teammate. Combined, this makes a total of two more nice things said about Maris tonight than the entire 1961 season in which he set the record.

7:02 PM
Unwary viewers swiftly catch on that *King of the Hill* has been preempted, when they realize that cartoons look more realistic than McGwire's arms. Four or five viewers call Fox wondering why they replaced Hank Hill with Popeye.

7:12 PM
Mark McGwire makes an out in his first at-bat. The announcers immediately become the first people in history to use the phrase "stuck on 61 homers."

7:13 PM
FOX TV viewers see McGwire putting his bat on the rack.

7:15 PM
FOX TV viewers see McGwire sit down.

7:17 PM
FOX TV viewers see McGwire pick his nose.

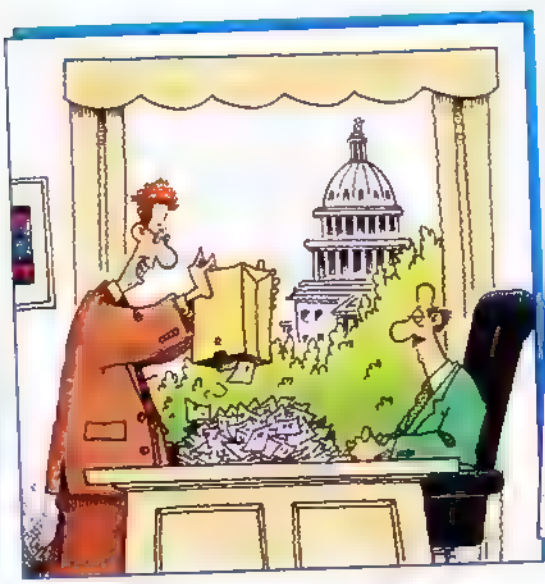
7:19 PM
The announcers fill in FOX TV viewers on the five at-bats they just missed.

8:18 PM
Apparently, Mark McGwire hit a home run or something. We were in the kitchen.

16 THE TOBACCO BILL GOES UP IN SMOKE

At first, it looked like 1998 was going to suck for the tobacco industry. But after months of lobbying sleazeball Congressmen, they succeeded in killing the much-ballyhooed Tobacco Bill as if it were one of the doomed residents of Marlboro Country. Now they can take the billions they would have had to cough up for our medical bills and pour it all into obnoxious PR campaigns and other image-building scams. Here's a preview of what they're planning for the coming year.

WAYS BIG TOBACCO HOPES TO SAVE THEIR BUTTS



ARTIST AND WRITER: JOHN CALDWELL

Bribe Congressmen With Marlboro Merchandise Coupons.

Develop A Bold New Ad Campaign Heralding The Inherent Sex Appeal Of A Wet Hacking Cough.

Introduce Collectible Beanie Baby Ashtrays

8:19 PM
St. Louis groundskeeper Tim Forneris retrieves the 62nd home run, potentially worth $1 million, and decides to hand it back to McGwire for nothing.

8:20 PM
The Funk & Wagnalls dictionary people rush-release an announcement that they are replacing the word "schmuck" with "forneris." They continue to list as the first alternate definition, "the Arab guy who tried to get his van deposit back after bombing the World Trade Center."

8:21 PM
McGwire climbs into the stands to hug Roger Maris' children. His powerful athletic stench helps take their minds off their dad's record having been obliterated.

8:22 PM
Mark McGwire's 62nd home run is replayed.

8:23 PM
Mark McGwire's 62nd home run is replayed.

8:24 PM
Mark McGwire's 62nd home run is replayed.

8:25 PM
Mark McGwire's 62nd home run is starting to be incredibly annoying.

9:09 PM
McGwire walks in his third at-bat. He makes as much salary for this one plate appearance as St. Louis groundskeeper Tim Forneris will earn in the next year.

9:28 PM
Cubs reliever Don Wengert gets the first two outs of the ninth, lowering his ERA to 4.84. Memorabilia experts estimate that as a result of his association with tonight's drama, the value of his rookie card may soar as high as 8 cents.

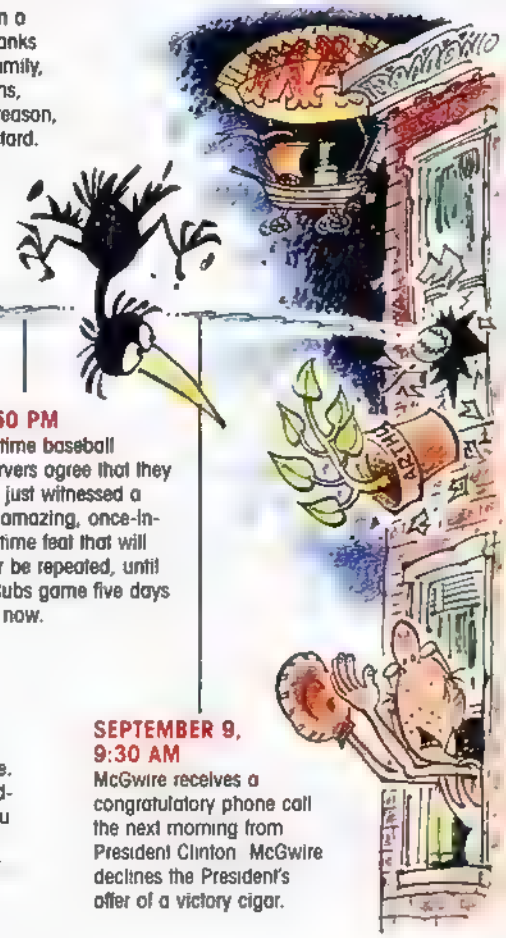
9:35 PM
Roger Maris, Jr.'s wisdom teeth finally shatter after holding a public smile for three days straight.

10:20 PM
Mark McGwire holds his postgame press conference. The first five reporters mindlessly ask him, "So, do you think you can break the record?" out of sheer habit.

10:46 PM
Mark McGwire is honored in a postgame ceremony. He thanks his teammates, the Maris family, his own relatives, all the fans, and for some inexplicable reason, the Wu-Tang's Ol' Dirty Bastard.

10:50 PM
Longtime baseball observers agree that they have just witnessed a truly amazing, once-in-a-lifetime feat that will never be repeated, until the Cubs game five days from now.

SEPTEMBER 9, 9:30 AM
McGwire receives a congratulatory phone call the next morning from President Clinton. McGwire declines the President's offer of a victory cigar.



17 ESTROGEN ROCK

This summer's hot concert ticket was the Lilith Fair, the musical equivalent of a whiny, six-hour chick-flick. The brainchild of Sarah McLachlan, the fem-fest featured such un-diverse "talents" as the irksome Paula Cole, the transcendently dull Natalie Merchant and the intensely annoying Indigo Girls. But what's most disturbing about Lilith is that its audience members actually believe they're attending a rock concert, which couldn't be further from the truth, as you'll see after reading...

ROCK CONCERTS VS. THE LILITH FAIR

At A Real Rock Concert...

Ozzy Osbourne chews the head off a bat

At The Lilith Fair..

Joan Osborne chews some drunk guy's head off

At A Real Rock Concert...

Stinky, Scary Mosh Pits

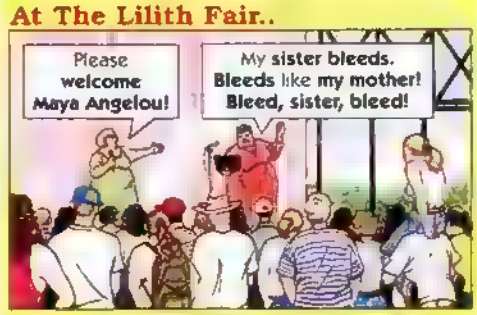
At The Lilith Fair..

Stinky, Scary Armpits

At A Real Rock Concert...

Big Fat Speakers

At The Lilith Fair..



Big Fat Speakers

You gotta admire a guy like Jerry Springer. It takes real courage to tackle some of today's toughest social issues by having pregnant lesbians throw chairs at each other. Oh sure, the media insists he's merely a self-promoting blowhard who appeals solely to morons in trailer parks. But that's only because those stuffy, uptight critics don't realize how much thought and planning go into every program.

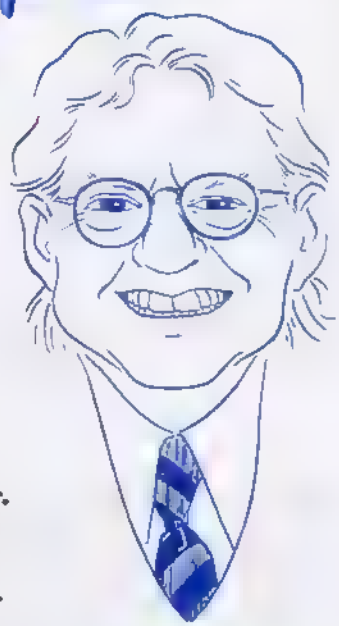
THE JERRY SPRINGER SHOW INTERN "TO DO" LIST

To: All Interns

From: Jerry Springer

Subject: Your Responsibilities

JERRY Springer show



Before Taping:

❑ Outfit all heavy, African-American women guests with wigs. (Note: Do not attach too securely, as wigs must be pulled off no later than third yank.)

❑ Go to floral district and buy a week's worth of bouquets. Keep costs down by purchasing old, wilted flowers only. (Remember, each bouquet is on-screen for just a few seconds before it's mashed into a guest's head.)

❑ Prepare index cards for Jerry to use when he introduces guests. Do not worry whether the spelling of any of the names is correct as Jerry will mangle the pronunciation anyway, and say them differently every time he opens his mouth.

During the Show:

❑ Keep all guest's airline tickets hidden until taping is over. The threat of having to pay for one's own plane fare back to Broward County, Florida goes a long way to convincing them to come back onstage following a particularly humiliating scene.

❑ Lead audience into screaming cacophony as soon as any threat of onstage violence emerges. Once fight begins, shout encouragement to all participants. When security guards get things under control, initiate the "Jer-ry! Jer-ry!" chant and continue until stage manager signals you to stop.

❑ Scan audience for question-askers for "Questions from Our Audience" segment. A good question-asker is very animated and angrily yells at the guests as though she were watching a taping of "Good Times" in which Florida Evans is harassed by a white welfare case worker. (Note: As an incentive, interns will receive $5 for each "Ya know what I'm saying?" and $10 for each "Bitch!" uttered by either question-asker or guest during ensuing shouting match.

After the Show:

❑ Clean up any loose shanks of hair and scalp on and around the stage.

❑ Collect "Final Thought" cue cards and file by topic of show ("I Have a Secret," "I Won't Let You Steal My Lover," "Past Guests Do Battle," "I Can't Stop Cheating," etc.) so that we can use them again and again.

❑ Check phone messages from 800 line. Remember, callers of special interest to our show are poor white trash, Klan members, undereducated inner-city dwellers who say "What-Evah!" a lot, transvestites, women with dangerously large breast implants and, of course, pregnant women in explosive love triangles.

ARTIST'S NAME IN MA ARTIST'S NAME

19 MARV ALBERT SINKS HIS TEETH INTO A NEW JOB

We all know the story: Marv Albert bit a woman on the back, pranced around in a pair of panties and ended up pleading guilty to aggravated assault. (Face it, if this guy were any more of a perv, he could be President!) He was then fired by NBC, and for about three minutes it looked like his career was over. But before you could say, "YES! AND IT COUNTS!" Marv and his bad hair were back on the air. In fact, Marv's so desperate to restore his public image, it wouldn't surprise us if he announced plans for a kid-friendly, animated TV show, maybe inspired by Bill Cosby's *Fat Albert* cartoon series, maybe something he'd call...

HEY HEY HEY, IT'S MARV ALBERT!

Look who's back, gang, it's Marv Albert!
Hey-hey-hey, I'm here to stay! Yes-yes-yes, boy that was SOME mess!
So, where you been, Marv Albert?
Rudy here says you tried to chew the skin off some girl's back!
That's right! And then he put on her underwear! Why you wanna wear girl's underwear, Marv Albert?
I heard you got all fired from your announcing job! And they gave it to Mush-Mouth!
Johnbson grababs the reboundb...oublet pabss to Starkbs...ibnside to Ewbing... YESB! Andb he's foulbed on the playb!
What have we learned today, kids? Biting girls on the back and dressin' up in their underwear can get you in a WHOLE LOTTA trouble! People will make fun of your hair weave! And you can even lose your job! So, remember, settle out of court and go into therapy! Sure beats doin' hard time in the slammer!
It's all lies, Rudy! I was just curious!
Naw, my dad says you're a sexual deviant!
Rudy, you're like school in the summer —
How's that?
No class!
Yeah, way to go, Marv Albert!

ARTIST SAM VIVIANO WRITERS JOE RAIOLA & DAVID SHAYNE

20 RIGHT-WING GAY BASHING

You're a group of Christian-based, conservative organizations with several million dollars to spend. Do you: feed the hungry? Clothe the poor? Don't be so naive! You blow the millions on a series of sickly-worded, logic-bending ads espousing a widely-discredited theory that one can be "cured" of homosexuality through counseling and prayer. What we pray is that somebody would spend millions to run *this* ad.

A NEWSPAPER AD WE'D LIKE TO SEE

I'm living proof that Untruths can win you votes.

"Recently, several prominent right-wing politicians like Gary Bauer and Trent Lott have spoken out against homosexuality...likening it to kleptomania and calling it a sin. When I was a homophobe, I liked hearing stuff like that...until I realized that homosexuals are God's children too...and that politicians were just playing on my fears and ignorance to trick me into voting for them."

One boy's joke and the making of a homophobe.

"I was nine years old when a teenage boy first made a joke about someone who was gay. Something about a gay waiter and rice pudding. I didn't get it, but I laughed anyway. It made me feel cool, like one of the guys. And as I grew, I continued to laugh at these jokes, even though I suspected they were wrong. Saddest of all, I heard my parents and their friends making the same kind of dumb jokes, usually about some guy named Liberace."

Being a decent man became a mystery.

"By the time I hit my teens I was macho. my heart cold, my brain dead. I believed being "macho" meant picking on the sensitive and vulnerable. so mistreating gays felt right. I had so thoroughly rejected my own decency that I found myself hanging out on street corners with other guys, looking to taunt and beat up anyone we suspected of being a homosexual. On nights when we couldn't find any, we took turns acting gay and beating up each other."

There's a phallic-shaped hole in many people's head.

"My homophobia really blossomed in college, and I quickly joined a campus anti-gay/lesbian group. But it was in the course of those meetings that I realized I was morally bankrupt — and not just because we had beer and hookers at the meetings. While I longed to be "one of the guys," I knew gay bashing just wasn't right. That's when I went home and prayed, *"God, please help me to understand why I keep acting like a freakin' moron."*

Thousands of people like these paid models have been repulsed by extremist ads which bash guys and attempt to impose "morality" on others. Throughout the U.S., many people are working to combat this intolerance. Most, however, are typical Americans and don't give a damn one way or the other.

Knock and He'll answer. (Unless you're an Amway salesman.)

"Change didn't come overnight. Within six months I'd made a firm decision to forsake homophobia, though I still had a strong desire to laugh at jokes and snickering references about Richard Simmons. Even though I filled my days with Christian activity, I fell back into hanging around with the same old homophobic crowd. Only now the Richard Simmons jokes were replaced with George Michael jokes. The pain inside me was intense as I spiraled down an ugly, dark road of mental and emotional instability, culminating in the Fall elections when I voted Republican — *straight* Republican, if you know what I mean."

Once God answers He never hangs up. Though He may put you on hold.

"I knew I was running from God, and one day I just put it to Him: 'Lord, I don't want to be an A-hole my whole life. I need you to help me.' Shortly after that prayer, I met an enlightened man, a *former homophobe*, who listened to my story and led me to a group of average American people. People who understand that we must have tolerance and understanding of others, despite what all the pandering politicians were saying on TV and in slick newspaper ads. This is what America is all about. A homophobe no more, I was finally on the road to sanity."

Changing hearts. Changing political parties.

"Leaving homophobia was the hardest thing I've ever had to do. I finally saw the perverse patterns of my insensitivity and came to understand the underlying fears that had sparked my stupid behavior. As my knowledge grew, I knew I was changed forever. Gone were the words *faggot, homo, queer* and *rump-wrangler* from my vocabulary. More importantly, gone was my tolerance for those who claim to speak in the name of God for their own personal wealth and gain.

There is another way out. Trent, Newt, are you listening?

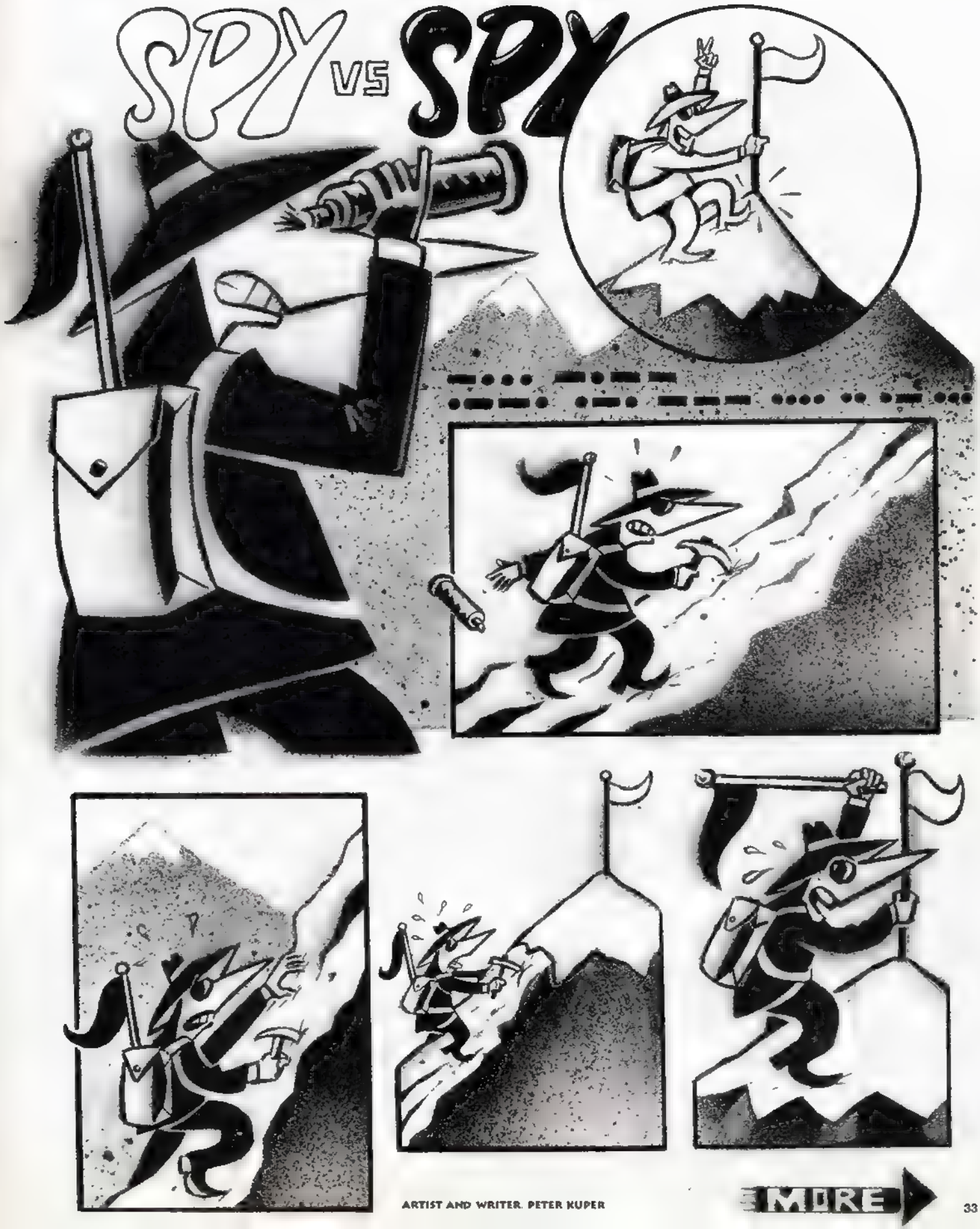
"Please, if you, a friend or politician you know is struggling with homophobia, show them this story. Remind them that God made man in His image — gays included! Are we now saying that He goofed? People should be judged by their actions and deeds, not their sexual preference. And that's a truth you'll never hear from a sleazy politician bottom fishing for votes or a self-appointed political opportunist masquerading under the pretense of doing God's work.

If you really love your fellow man, it doesn't matter if he's gay. And that's the truth.

In the public interest, this message was paid for by the following organizations, representing millions of average Americans.

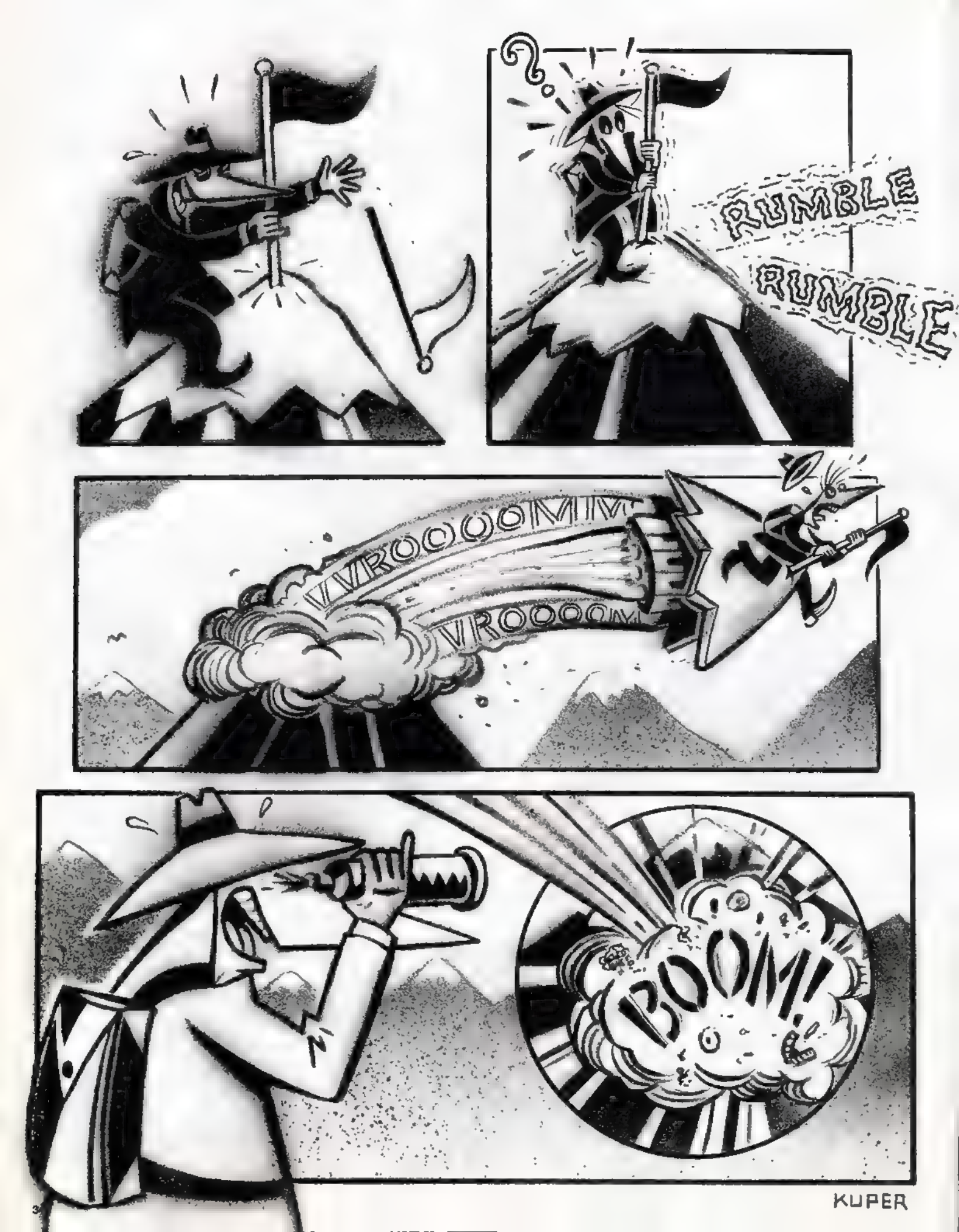
- Citizens Who Think Trent Lott and Company are Full of Crap
- The Council of Americans Who Have Actually Read the Constitution
- Federation of Clergymen Against Using God's Name to Further a Political Agenda
- Alliance Against Gary Bauer and Other Intolerant Little Twerps
- Organization of NFL Fans Who Think Reggie White Suffered Some Sort of Head Injury or Why Else Would He Be Acting Like That, Inc.

PHOTOGRAPHER: IRVING SCHN... WRITER: CHRIS...



ARTIST AND WRITER, PETER KUPER

MORE


RUMBLE
RUMBLE
VROOOOOM!!
VROOOOM!
BOOM!
KUPER

GO WITH THE FLOBEE DEPT.

Since so many people were complaining about TV shows always being interrupted by countless commercials, some clever TV executives decided to eliminate them completely! No, not the commercials; they eliminated the shows! And so the program-length commercial, the infomercial, was born! But if you think it's easy to fill up 30 minutes pitching spray-on underarm hair, machines that freeze-dry celery and industrial-vacuum-powered hair clippers, you're WRONG! It takes crafty planning to create your own infomercial, so we've compiled all the sneaky techniques and tips you'll need to get those 1-800 phone lines humming! Sold elsewhere for over $100, we're including it with this issue of MAD ABSOLUTELY FREE!!! It's MAD's...

STEP-BY-STEP GUIDE TO MAKING YOUR OWN INFOMERCIAL

Testimonials & Disclaimers

When It's Time to Talk Money

Your Checklist for Final Editing

Selecting a Host

Pitching the Product

SELECTING A HOST

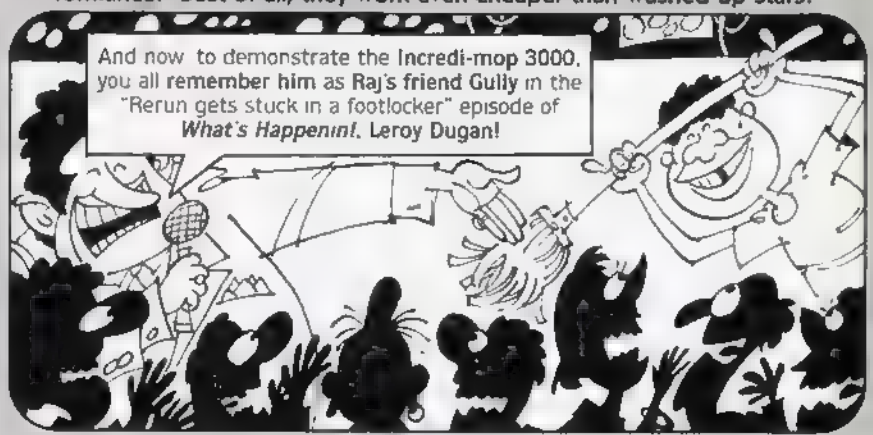
When selecting a host for your infomercial, you have 3 basic groups from which to choose:

1. WASHED-UP STARS

Aging models, overweight ex-boxers, former action heroes with arthritis and "one-hit-wonder" '70s pop singers are just a few of the choices in this colorful group. Best of all, they work cheap!

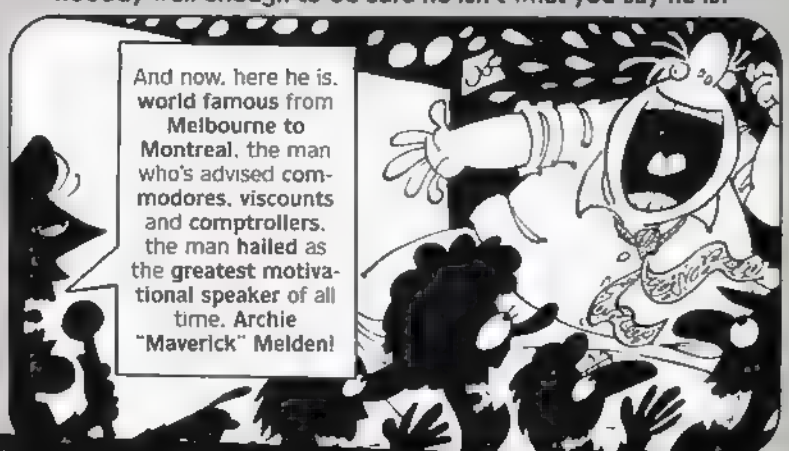
2. WANNABE STARS

These are 2nd-string actors who normally play bit parts in 3rd-rate TV shows. For them, a lead role in an infomercial is a major career break, so they'll do their best to give you a "dazzling, stellar, knockout performance." Best of all, they work even cheaper than Washed-up Stars!


And now to demonstrate the Incredi-mop 3000, you all remember him as Raj's friend Gully in the "Rerun gets stuck in a footlocker" episode of *What's Happenin!*, Leroy Dugan!

3. FAKE, FABRICATED STARS

These are "star hosts" you just kind of make up as you go along. Don't worry about lying; no one watching will know this nobody well enough to be sure he isn't what you say he is!


And now, here he is, world famous from Melbourne to Montreal, the man who's advised commodores, viscounts and comptrollers, the man hailed as the greatest motivational speaker of all time, Archie "Maverick" Melden!

*****KEEP FLASHING YOUR PHONE NUMBER!!!*****KEEP FLASHING YOUR PHONE NUMBER!!!*****

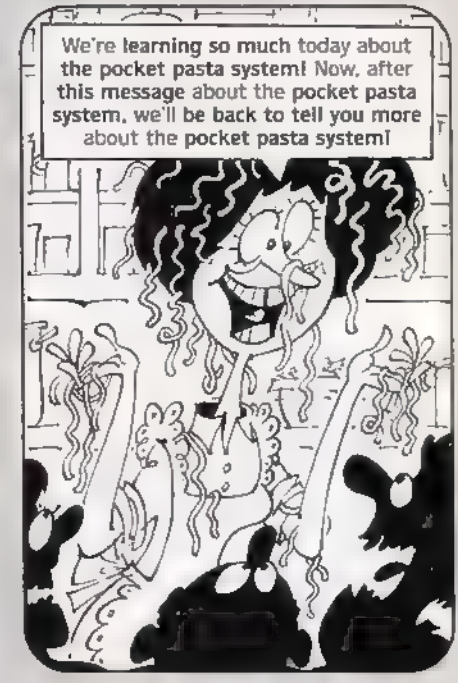
ARTIST: PAUL COKER WRITER: ROB WIPOND

PITCHING THE PRODUCT

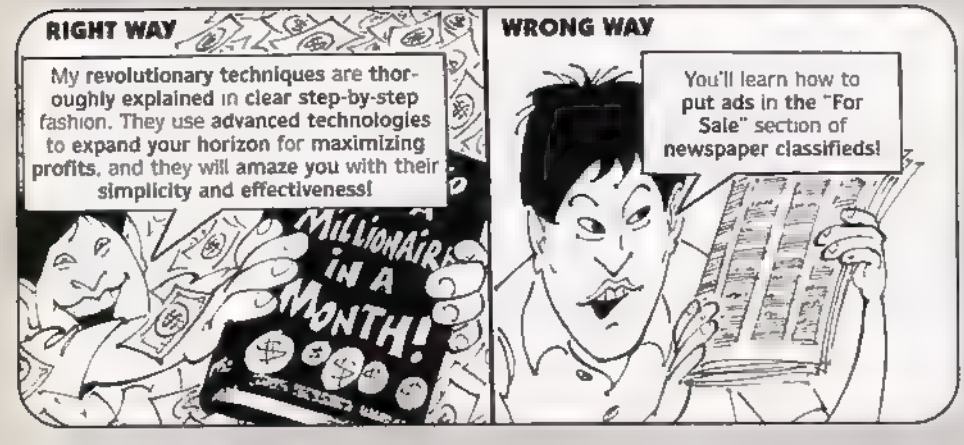
Whatever it is you're selling, call it a "system."

This amazing offer includes everything you see here: the Beverage Drinking System, the Food Holding System and the Food Consumption System. Yes, you get this *entire* Meal Serving System for only $170!

It's very important to make the viewers at home feel like they're watching a regular TV show, not an endless commercial break. So, break up your infomercial with plenty of commercial messages from yourself.


We're learning so much today about the pocket pasta system! Now, after this message about the pocket pasta system, we'll be back to tell you more about the pocket pasta system!

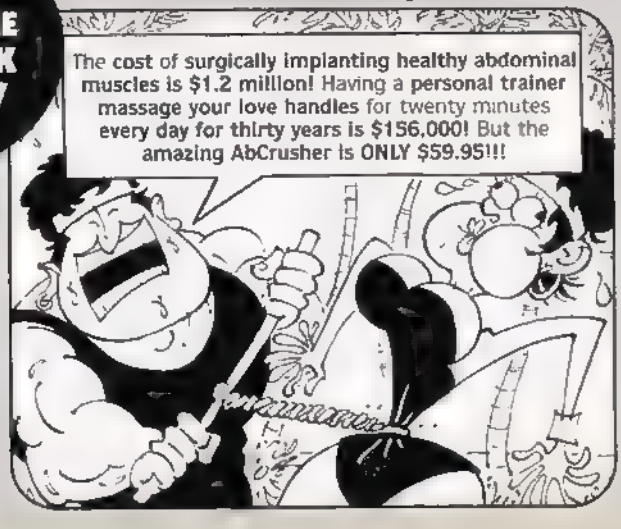
Give your viewers all kinds of fascinating information about your product, but never make the mistake of telling them anything that lets them figure out what your product actually is. If they knew that, they'd never pay what you're asking for that crap.


RIGHT WAY
My revolutionary techniques are thoroughly explained in clear step-by-step fashion. They use advanced technologies to expand your horizon for maximizing profits, and they will amaze you with their simplicity and effectiveness!
MILLIONAIRE IN A MONTH!
WRONG WAY
You'll learn how to put ads in the "For Sale" section of newspaper classifieds!

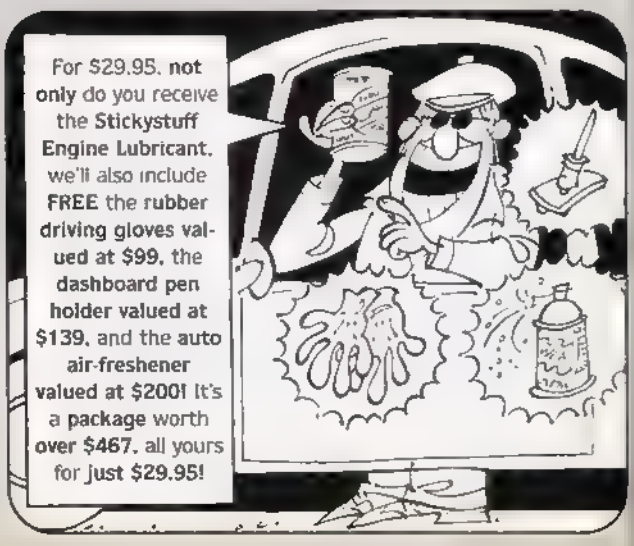
*******KEEP FLASHING YOUR PHONE NUMBER!!!****KEEP FLASHING YOUR PHONE NUMBER!!!**

WHEN IT'S TIME TO TALK MONEY

Make sure your product is always much cheaper than something else, whatever that something else is.


The cost of surgically implanting healthy abdominal muscles is $1.2 million! Having a personal trainer massage your love handles for twenty minutes every day for thirty years is $156,000! But the amazing AbCrusher is ONLY $59.95!!!

Always give away free bonus frills with extraordinary "estimated values" so your viewers will think they're saving money by spending money.

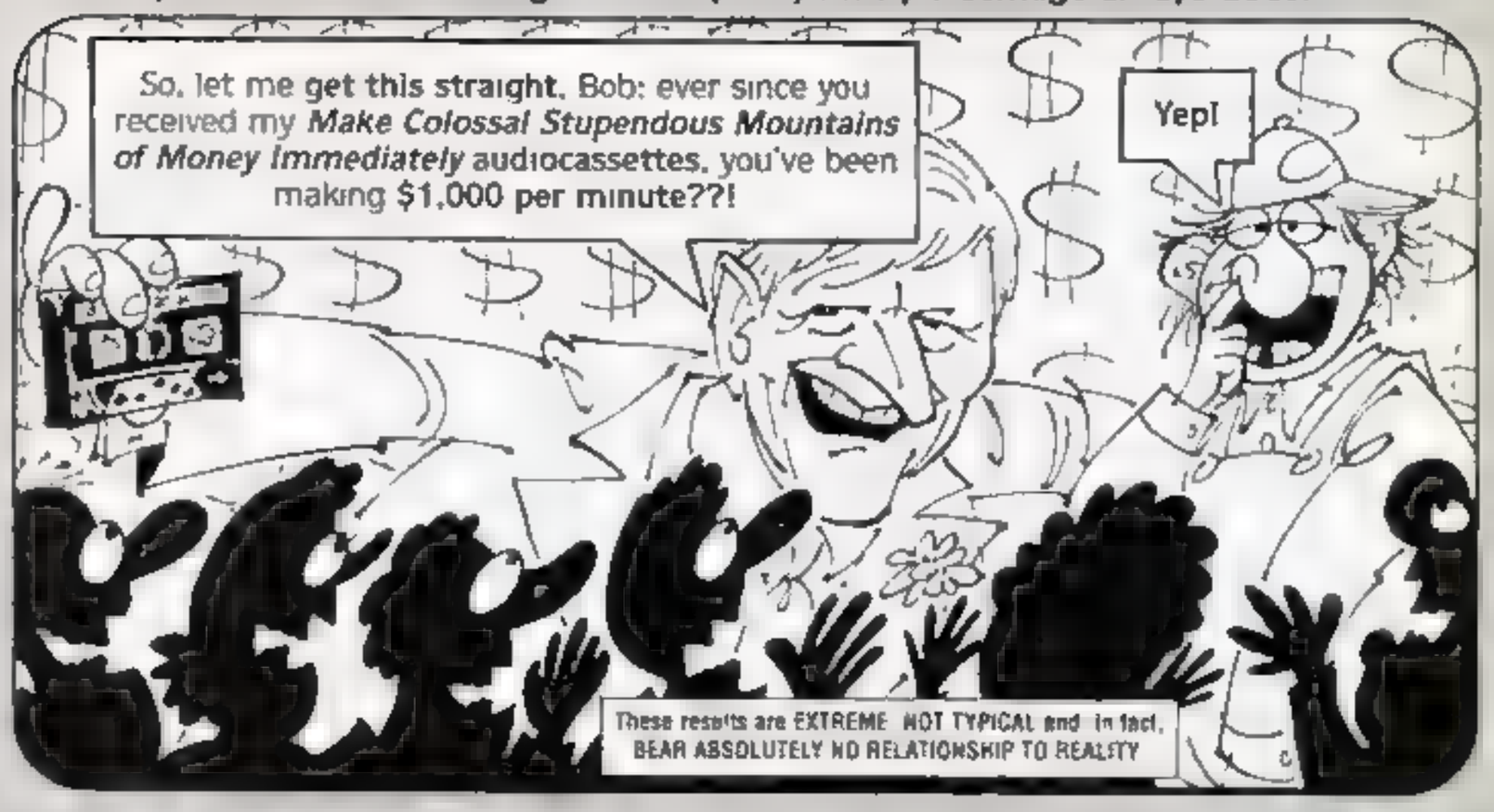

For $29.95, not only do you receive the Stickystuff Engine Lubricant, we'll also include FREE the rubber driving gloves valued at $99, the dashboard pen holder valued at $139, and the auto air-freshener valued at $200! It's a package worth over $467, all yours for just $29.95!

TESTIMONIALS & DISCLAIMERS

Include lots of "objective" praise for your product, no matter how vague.

These videos are really something else. No one teaches like Posby teaches. I've done this professionally for forty-two years, and only Posby is Posby!

Remember to qualify the claims about your product with tiny, tiny disclaimers. They'll save your butt when some disgruntled customer sues you for false advertising — and a pesky little percentage always does!

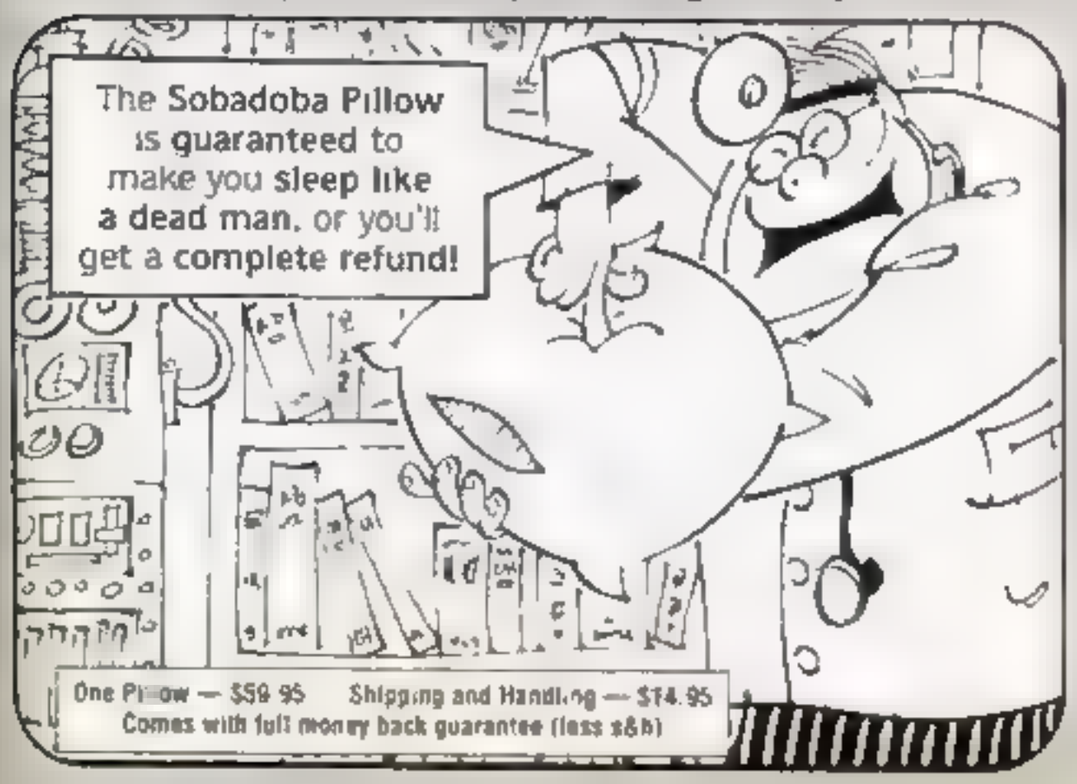

So, let me get this straight, Bob: ever since you received my *Make Colossal Stupendous Mountains of Money Immediately* audiocassettes, you've been making $1,000 per minute??!
Yep!
These results are EXTREME, NOT TYPICAL and, in fact, BEAR ABSOLUTELY NO RELATIONSHIP TO REALITY

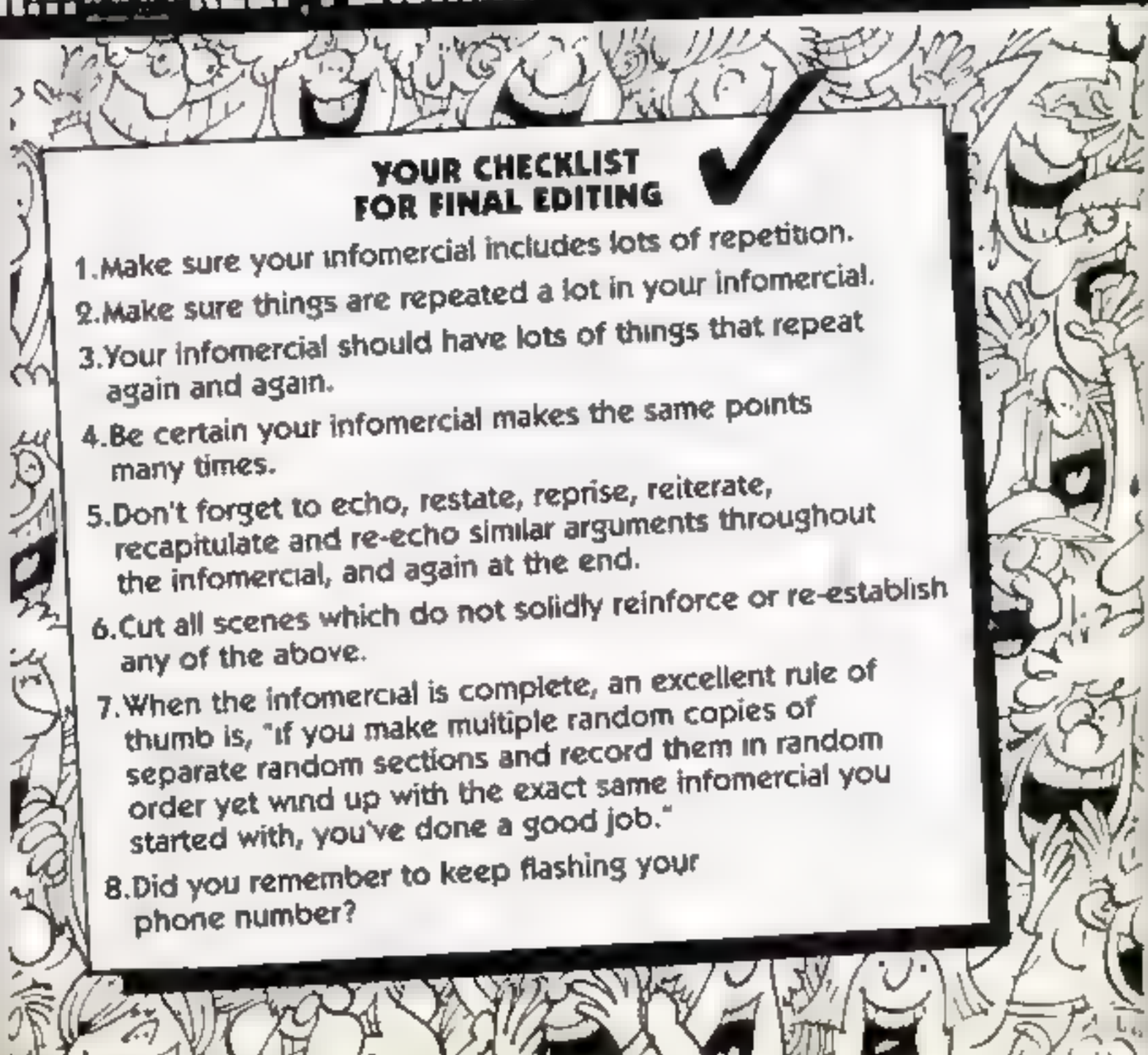
Pay for a live studio audience filled with actors who will be constantly surprised, thrilled, and amazed by your product.

Incredible! That jar really does hold things you put in it!
It does! It holds stuff! Wow!!
This astounding jar certainly does what they say it does! It really does!

*******KEEP FLASHING YOUR PHONE NUMBER!!!****KEEP FLASHING YOUR PHONE NUMBER!!!****

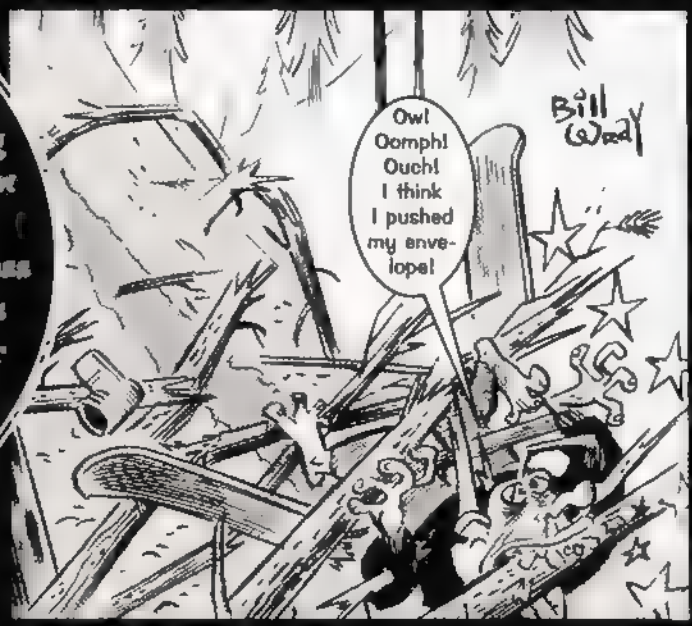
Give a "full money back guarantee" with your product. Just remember two things: 1) Make sure your "money back guarantee" doesn't include "shipping and handling" costs. 2) Make sure the real price of your product is built into the "shipping and handling" costs, so you make a profit even when they return it — and a pesky little percentage always does!

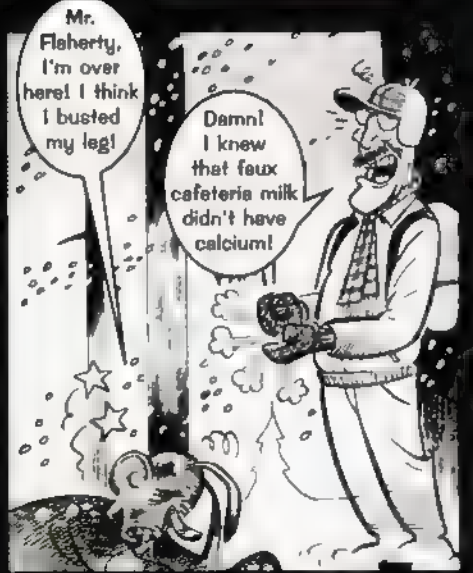

The Sobadoba Pillow is guaranteed to make you sleep like a dead man, or you'll get a complete refund!
One Pillow — $59.95 Shipping and Handling — $14.95
Comes with full money back guarantee (less s&h)


YOUR CHECKLIST FOR FINAL EDITING
1. Make sure your infomercial includes lots of repetition.
2. Make sure things are repeated a lot in your infomercial.
3. Your infomercial should have lots of things that repeat again and again.
4. Be certain your infomercial makes the same points many times.
5. Don't forget to echo, restate, reprise, reiterate, recapitulate and re-echo similar arguments throughout the infomercial, and again at the end.
6. Cut all scenes which do not solidly reinforce or re-establish any of the above.
7. When the infomercial is complete, an excellent rule of thumb is, "If you make multiple random copies of separate random sections and record them in random order yet wind up with the exact same infomercial you started with, you've done a good job."
8. Did you remember to keep flashing your phone number?

MONROE &...

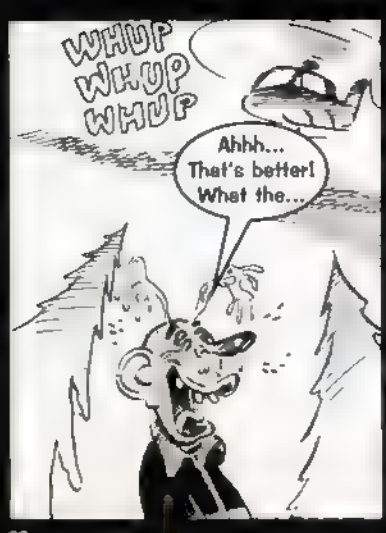
When last we left our hero Monroe he was plummeting through the out-of-bounds trail and down an icy glacier to his impending doom! Will Monroe survive and learn to follow the mantra of X Games gold medalist Shawn Palmer, "to live life to the extreme"? Will he press on to confront his fears, like his overzealous ski mogul headmaster, Principal Flaherty? Or will his pal Walter be looking for a new best friend? Find out all this – and more! – in this thrilling conclusion !!!

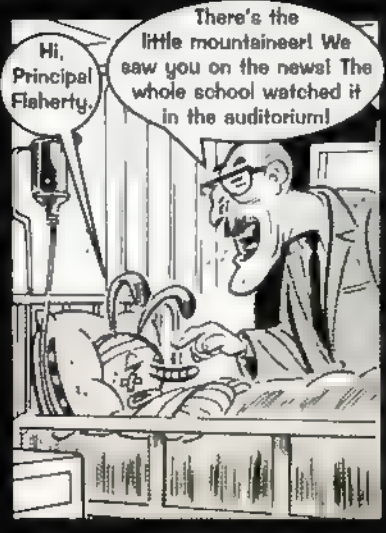




What are we gonna do?
We're going to have to hunker-down until help comes. We'll just sit and look at those pretty storm clouds coming this way!

I'm re...re...really co...co...cold!
INTO THIN AIR
Cold? Not to worry, son. I've got just the thing to take your mind off being cold. I'll read us a little something by Jon Krakauer.




Hi, Principal Flaherty.
There's the little mountaineer! We saw you on the news! The whole school watched it in the auditorium!

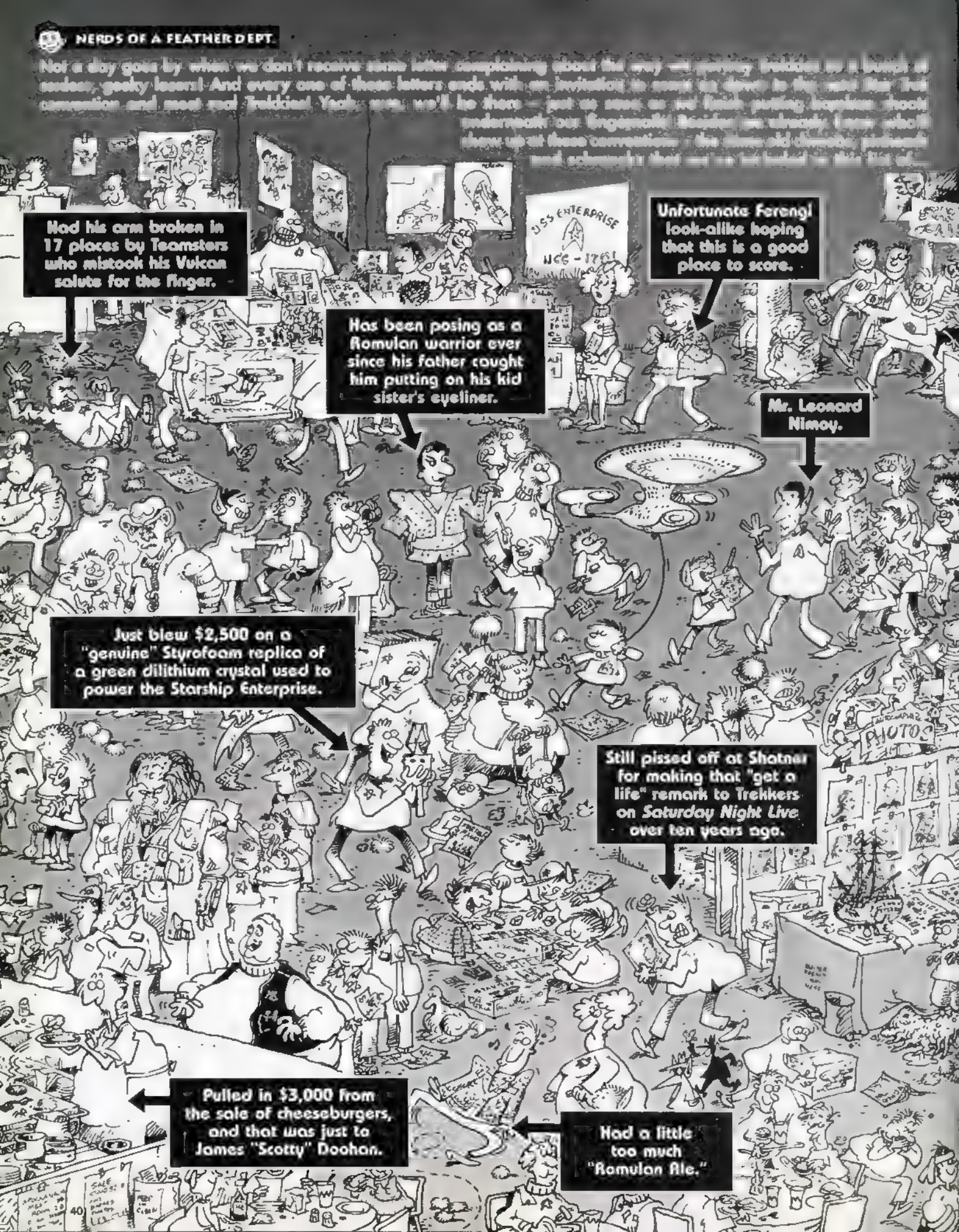
THE SCHOOL TRIP PART II

ARTIST: BILL WRAY WRITER: ANTHONY BARBIERI

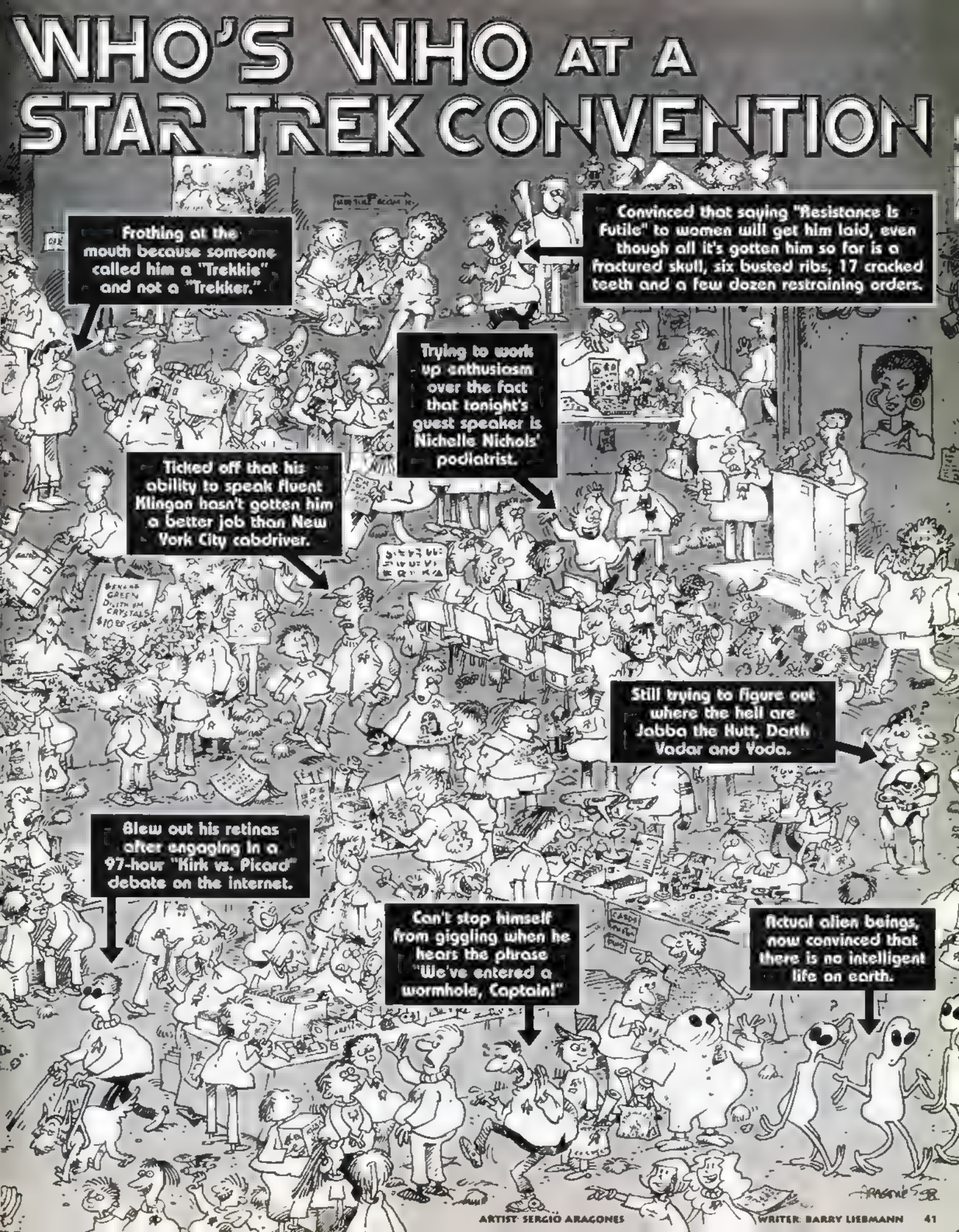
Jeez! Don't run up on a man like that, Walter! I thought you were some kind of crazed snow monkey!
Monroe went off a dangerous slope! I think he's all busted up on the rocks!
Good God, man! I put him on the lift! I almost feel responsible! Okay, that's passed! Don't worry! I'll find the boy!
Monroe! Where are you, boy?
"...the altitude had started to play tricks with our minds. The ice on my eyes was blinding. I thought about just lying in the snow and going to sleep."
Uh... you know, you can stop reading any time.
Nonsense! We're almost to the disaster part!
The storm's passed! Man, I have to pee, but with my leg, I don't know if I can even stand! I have to be like Shawn Palmer! I have to look Fear in the eye and slap him down!
Be careful, son!
You should have heard them laugh! It cheered everyone up!
Great.
The search and rescue people sent my folks a bill for $26,000! They said that since I went out of bounds I was, "accountable for my action."
I'm your principal. If you want advice, talk to your guidance counselor! See ya!
Walter! What do you want?
Since your trip was cut short I packed some snowballs in this chest for you!
ALL DAY KOOLER
Aw crap, they melted!
AAARR!
DUMP
SPLASH
ALL DAY KOOLER

NERDS OF A FEATHER DEPT.

Not a day goes by when we don't receive some letter complaining about the way we portray Trekkers as a bunch of useless, geeky losers! And every one of these letters ends with an invitation to come on down to the next Star Trek convention and meet real Trekkies! Yeah, sure, we'll be there – just as soon as we get those pocket protectors ripped underneath our fingernails. Besides, we already have seen up at those conventions – the ones all dressed up like Vulcans and Romulans in their cars and locked in with the rest of...


Had his arm broken in 17 places by Teamsters who mistook his Vulcan salute for the finger.
Has been posing as a Romulan warrior ever since his father caught him putting on his kid sister's eyeliner.
Unfortunate Ferengi look-alike hoping that this is a good place to score.
Mr. Leonard Nimoy.
Just blew $2,500 on a "genuine" Styrofoam replica of a green dilithium crystal used to power the Starship Enterprise.
Still pissed off at Shatner for making that "get a life" remark to Trekkers on Saturday Night Live over ten years ago.
Pulled in $3,000 from the sale of cheeseburgers, and that was just to James "Scotty" Doohan.
Had a little too much "Romulan Ale."

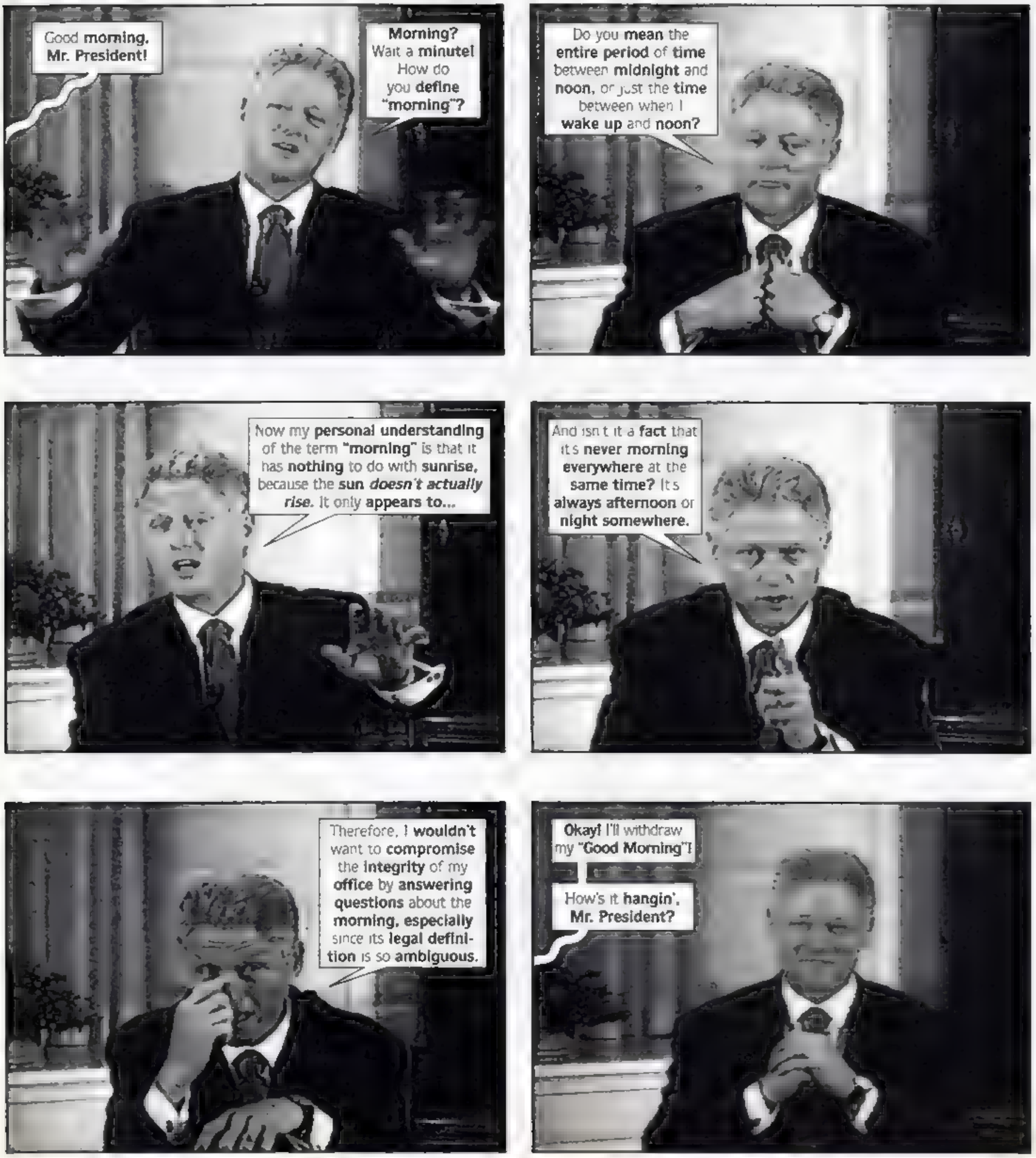
WHO'S WHO AT A STAR TREK CONVENTION


Frothing at the mouth because someone called him a "Trekkie" and not a "Trekker."
Convinced that saying "Resistance Is Futile" to women will get him laid, even though all it's gotten him so far is a fractured skull, six busted ribs, 17 cracked teeth and a few dozen restraining orders.
Trying to work up enthusiasm over the fact that tonight's guest speaker is Nichelle Nichols' podiatrist.
Ticked off that his ability to speak fluent Klingon hasn't gotten him a better job than New York City cabdriver.
Still trying to figure out where the hell are Jabba the Hutt, Darth Vader and Yoda.
Blew out his retinas after engaging in a 97-hour "Kirk vs. Picard" debate on the internet.
Can't stop himself from giggling when he hears the phrase "We've entered a wormhole, Captain!"
Actual alien beings, now convinced that there is no intelligent life on earth.

ARTIST: SERGIO ARAGONES WRITER: BARRY LIEBMANN

The Ambivalence Chaser

A NOT-SO-GRAND JURY TESTIMONY


Good morning, Mr. President!
Morning? Wait a minute! How do you define "morning"?
Do you mean the entire period of time between midnight and noon, or just the time between when I wake up and noon?
Now my personal understanding of the term "morning" is that it has nothing to do with sunrise, because the sun doesn't actually rise. It only appears to...
And isn't it a fact that it's never morning everywhere at the same time? It's always afternoon or night somewhere.
Therefore, I wouldn't want to compromise the integrity of my office by answering questions about the morning, especially since its legal definition is so ambiguous.
Okay! I'll withdraw my "Good Morning"!
How's it hangin', Mr. President?

VIDEO CAPTURE: DAVID P. LEVIN WRITER: DUCK EDWING

Following in his father's footsteps as an inept naval aviator, Lt. Commander Harmless Drab suffered a crash while attempting to land his fighter jet on the aircraft carrier S.S. Gimelstob on a calm and clear day!

Diagnosed with minor night blindness and possible dimple damage, Lt. Harmless Drab was transferred to the Jerky Advocates Bureau or JAB, which investigates, mocks, distorts and, if there's time left, prosecutes the law of the sea...

With fellow JAB lawyer Hack McFrenzie, he now fights in and out of the courtroom, and in and out of barrooms, and in and out of bedrooms, with the same daring and tenacity that made him a dangerous threat in the air!

I can't land this jet on the deck of an aircraft carrier in this blinding rainstorm!

What blinding rainstorm? It's 90° and sunny out! You accidentally hit the windshield washer, you idiot!

You don't have to wear that in here, Drab! We may prosecute the law of the sea, but we're 30 miles from any water!

Really? Then what's that puddle on the floor?

That's your first assignment of the day! Fix that leaky pipe joint!

I say we nuke those American pigs! Let's man our F-14s!

We're those "American pigs"! And we don't use Top Gun techniques in the courtroom! Why do you always remind us about your pilot past!?

Cause without that old action stock footage, this show is Just Awfully Boring! Or as we say in the military —

JAB

I'm Lt. Harmless Drab! I'm not just a macho, jargon-spouting, muscle-flexing, handsome male chauvinist! I'm a macho, jargon-spouting, muscle-flexing handsome male chauvinist LAYWER! My job here at JAB is to get innocent men off! My job outside of the office is to get innocent WOMEN off, but that's a whole other story — you can read about that in the letters column of the current *Penthouse!*

I'm Major Hack McFrenzie! Here at JAB we examine every military case involving murder, espionage, stolen weapons and hijacking! That's the bad news! The good news is we only have to solve one case a week and none during summer reruns! Reruns are when we re-solve cases we've already solved!

I'm Admiral Chuckwagon! I'm a great leader, which means I display a pushy, hard-nosed authority and never smile! It also means I know how to delegate responsibility so I have no actual work of my own to do! I keep a low profile behind a closed office door and people assume I'm Just Acting Busy — which is what JAB means to me!

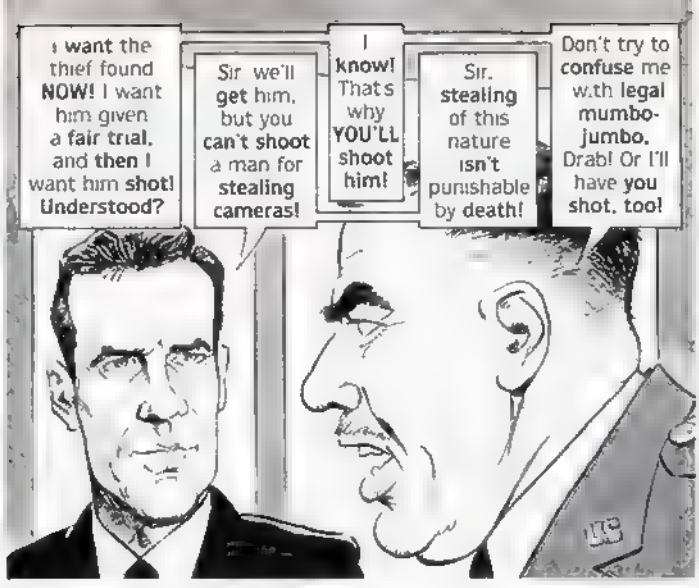
I'm Bub Robots, Drab's assistant! I want to be a lawyer more than anything in the world, but I'm not sure I have what it takes! Sure, I'm smart enough! I'm just not sure I'm sleazy enough!

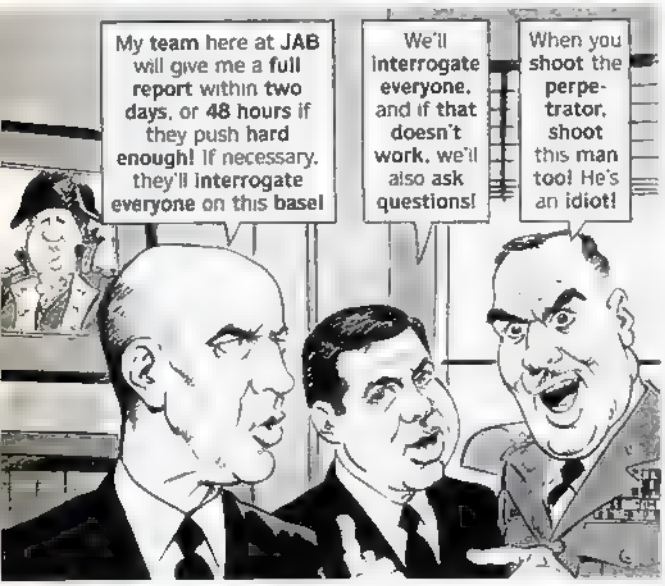
I'm Ensign Harried Simmer and I work closely with Bub — real closely these days, because I just married him! I love a man in uniform, and with Bub's chubby, overweight body, I love him in his uniform all the time! Even in bed! ESPECIALLY in bed!

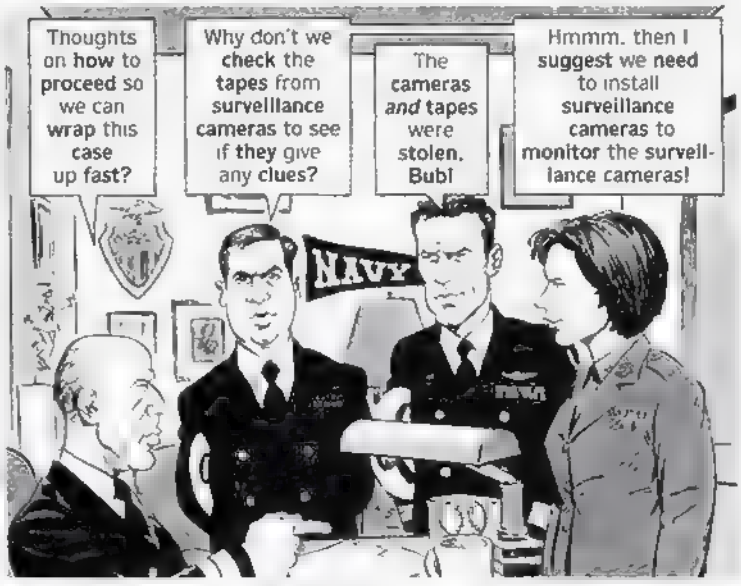
LEGAL BRIEFS

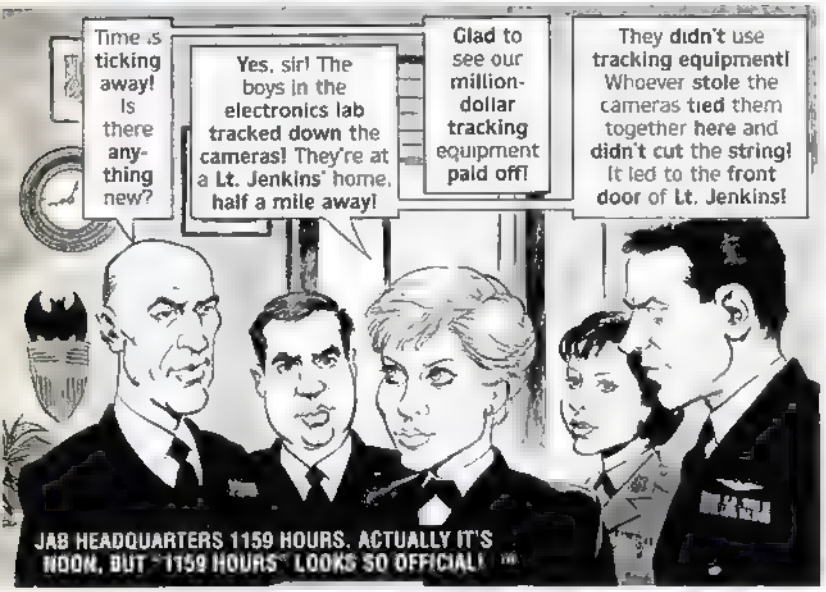
ARTIST: ANGELO TORRES
WRITER: DICK DEBARTOLO

This is General Goofoff, who's in Charge of Stuff No One Else is in Charge Of!
This is Major Bust, Secretary of Things That Aren't Where They Should Be!
We've discovered that the base's surveillance equipment is missing! This means we're vulnerable to spies, AND there are no cameras for us to borrow to tape personal events like parties and weddings!
1130 HOURS – JAB HEADQUARTERS


I want the thief found NOW! I want him given a fair trial, and then I want him shot! Understood?
Sir, we'll get him, but you can't shoot a man for stealing cameras!
I know! That's why YOU'LL shoot him!
Sir, stealing of this nature isn't punishable by death!
Don't try to confuse me with legal mumbo-jumbo, Drab! Or I'll have you shot, too!


My team here at JAB will give me a full report within two days, or 48 hours if they push hard enough! If necessary, they'll interrogate everyone on this base!
We'll interrogate everyone, and if that doesn't work, we'll also ask questions!
When you shoot the perpetrator, shoot this man too! He's an idiot!


Thoughts on how to proceed so we can wrap this case up fast?
Why don't we check the tapes from surveillance cameras to see if they give any clues?
The cameras *and* tapes were stolen, Bub!
Hmmm, then I suggest we need to install surveillance cameras to monitor the surveillance cameras!
NAVY


Time is ticking away! Is there anything new?
Yes, sir! The boys in the electronics lab tracked down the cameras! They're at a Lt. Jenkins' home, half a mile away!
Glad to see our million-dollar tracking equipment paid off!
They didn't use tracking equipment! Whoever stole the cameras tied them together here and didn't cut the string! It led to the front door of Lt. Jenkins!
JAB HEADQUARTERS 1159 HOURS. ACTUALLY IT'S NOON, BUT "1159 HOURS" LOOKS SO OFFICIAL!

I'll go question Jenkins now!
I'll go with you, Drab!
I can handle it alone!
But I wanna go with you! Don't you feel a deep sexual tension between us?
No! You're like a breast friend! Er, a BEST friend! Now legs go! Er, LET'S go!

I'd better come along too!

What will you add to this investigation?

A little bit of levity?!

Then come with us! A little bit of ANYTHING is a help!

HE REALLY CHEWED MY ASS.

I know you saw a lot of action before you joined JAB. Drag, but how about you, Bub? You see much action?

You kidding? I lived through jungle warfare! Bomb raids, booby traps, land mines, senseless killings...

Bosnia?

Worse! My condo board meetings! They were tough! I had to quit! Too scary!

There's the equipment! But I have a feeling Jenkins didn't steal the stuff!

Why do you say that? There's all the evidence!

Think about it! If you steal stuff, you don't put it in the picture window!

Yes! But it brings up an interesting question! Where do you display stuff you steal?

If this is the levity you were bringing, I'm going to follow the General's order and shoot you now!

MAX KORN WAS HERE

NO MENUS

1600 HOURS, PLUS SOME ASSORTED MINUTES. LT. JENKINS' HOUSE. NEEDS A PAINT JOB.

Lt. Jenkins, we've got to ask you some difficult questions!

If a train leaves Detroit with 231 passengers and is traveling at 85 mph —

Why are you asking me that?

Hack said we had to ask difficult questions, and I never get that one right!

OK! Ask anything you want! My life is an open book!

May I ask what is in the book, sir?

Don't open that book! It's personal! Here, open this book instead!

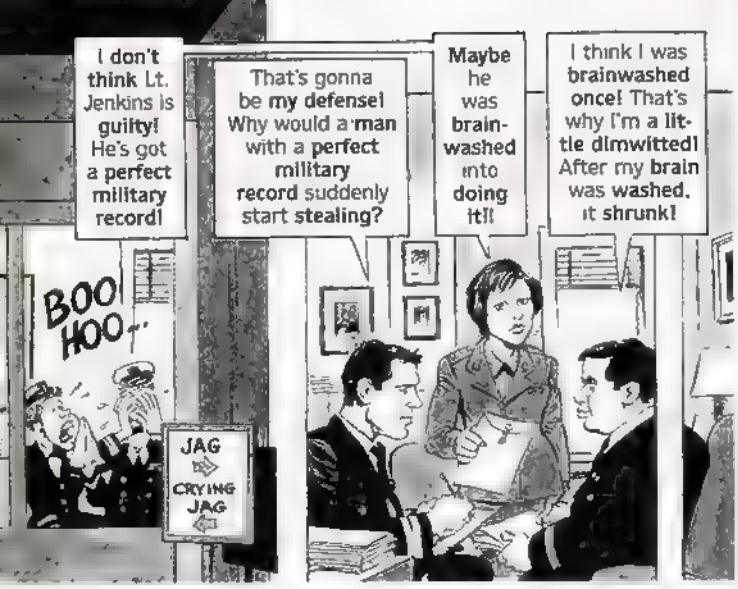
Thanks, but we have our own Yellow Pages down at JAB!

NOBODY BEATS A WHIZZ

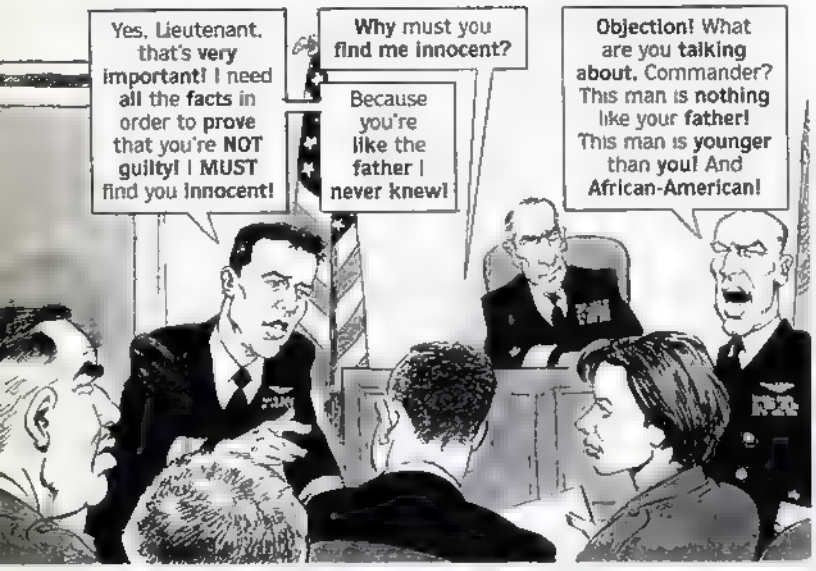
I have no choice but to arrest you, charge you with theft of government property, and to hold this diary as possible evidence!

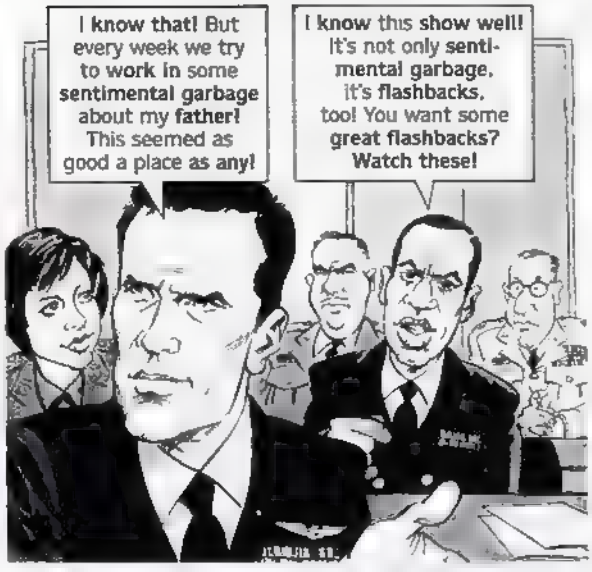
Is that really your ONLY choice?

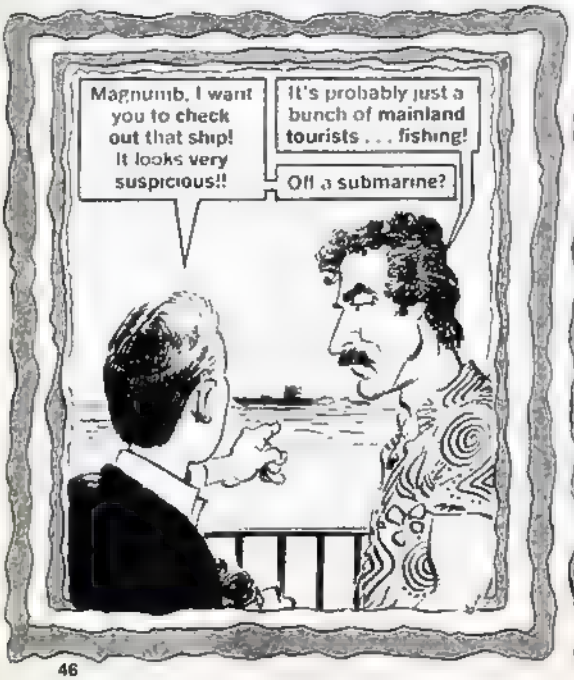
It's my only dramatic choice! I could look the other way, but we need a flimsy case so we can do one of our famous "courtroom" endings!


I don't think Lt. Jenkins is guilty! He's got a perfect military record!
That's gonna be my defense! Why would a man with a perfect military record suddenly start stealing?
Maybe he was brain-washed into doing it!!
I think I was brainwashed once! That's why I'm a little dimwitted! After my brain was washed, it shrunk!
BOO HOO!
JAG
CRYING JAG

Court is now in session in the case of *The United States Government vs. The Navy Guy Sitting Over There!* Commander Hack, you may start the questioning!
Do you have any enemies, Lieutenant?
None!
Are you positive? Think! This is very important!
I have no enemies! However, I do have some acquaintances who loathe me, if that counts!
0730 HOURS, ADJUST FOR YOUR LOCAL TIME ZONE. JAG COURT.


Yes, Lieutenant, that's very important! I need all the facts in order to prove that you're NOT guilty! I MUST find you innocent!
Why must you find me innocent?
Because you're like the father I never knew!
Objection! What are you talking about, Commander? This man is nothing like your father! This man is younger than you! And African-American!


I know that! But every week we try to work in some sentimental garbage about my father! This seemed as good a place as any!
I know this show well! It's not only sentimental garbage, it's flashbacks, too! You want some great flashbacks? Watch these!


Magnumb, I want you to check out that ship! It looks very suspicious!!
It's probably just a bunch of mainland tourists . . . fishing!
Off a submarine?

This leaping around can be good and bad! It's good because I take winning lottery numbers and leap back in time to play them! The bad news is, I have over eight million dollars in winnings, but no way to get my checks! I'm never in one place long enough to receive mail!

BLAST HONK HONK!! HOOONK! PI!!! PI!! MOOOO MOOOO MOOO! HONK! HONK! BLAST PI! PI HOR

Wait a minute! Those flashbacks aren't even from this series! They're from *Magnum, PI* and *Quantum Leap!* We could get sued for using them!

Not really! They were created by Don Bellisario, the same guy who came up with THIS dreary show!

Well, in TV land, two entertaining shows out of three has got to be some kind of record! But let's get back to the case at hand, shall we?

Lieutenant, I have here the diary we took from your home! I see an entry that concerns someone here in the courtroom!

I object! Why am I being singled out?

And how, General, did you know it was YOU I was talking about?

Er...Psychic Friends Network?

Lieutenant, you made a note in your diary that General Goofoff almost got you killed in a dogfight! Combat F-14s, I assume!

No, a pit bull versus a doberman — neither one paper trained! Both big dogs! It was pretty gruesome! I was left with a limp and a bad case of fleas!

And who owned those dogs, Lieutenant?

General Goofoff!!

Yes, General Goofoff! The man you reported to the authorities for violating the Navy dog leash law some nine years ago! Your case came up in two days because you're just a lieutenant! His case was about to come up, nine years after the incident because he's a general! He planted those cameras in your house for revenge!! I intend to prove that General Goofoff's fingerprints were all over the cameras!

Not true! That's impossible!

Why? Because you're innocent?

No, because I wore gloves when I planted them and...er, may I ask the court for a recess... say, another nine years?

Your honor, I object! I object that I was given an idiot to defend who hung himself without giving me the opportunity to deliver even ONE boring lawyer speech that would hang him!

Nice going today! You won! But I'm a sore loser, and I'm in charge of the assignments here, so you'll be working the next 77 weekends!

What are you doing with that ladder, Drab?

There's a cat stuck up a tree! I must save him!

Why?

Because that cat reminds me of the father I never had! You see, my father was like a tree...

Oh no! Here we go again!

JAB HEADQUARTERS - FOR THE LAST TIME THIS SHOW - WE PROMISE

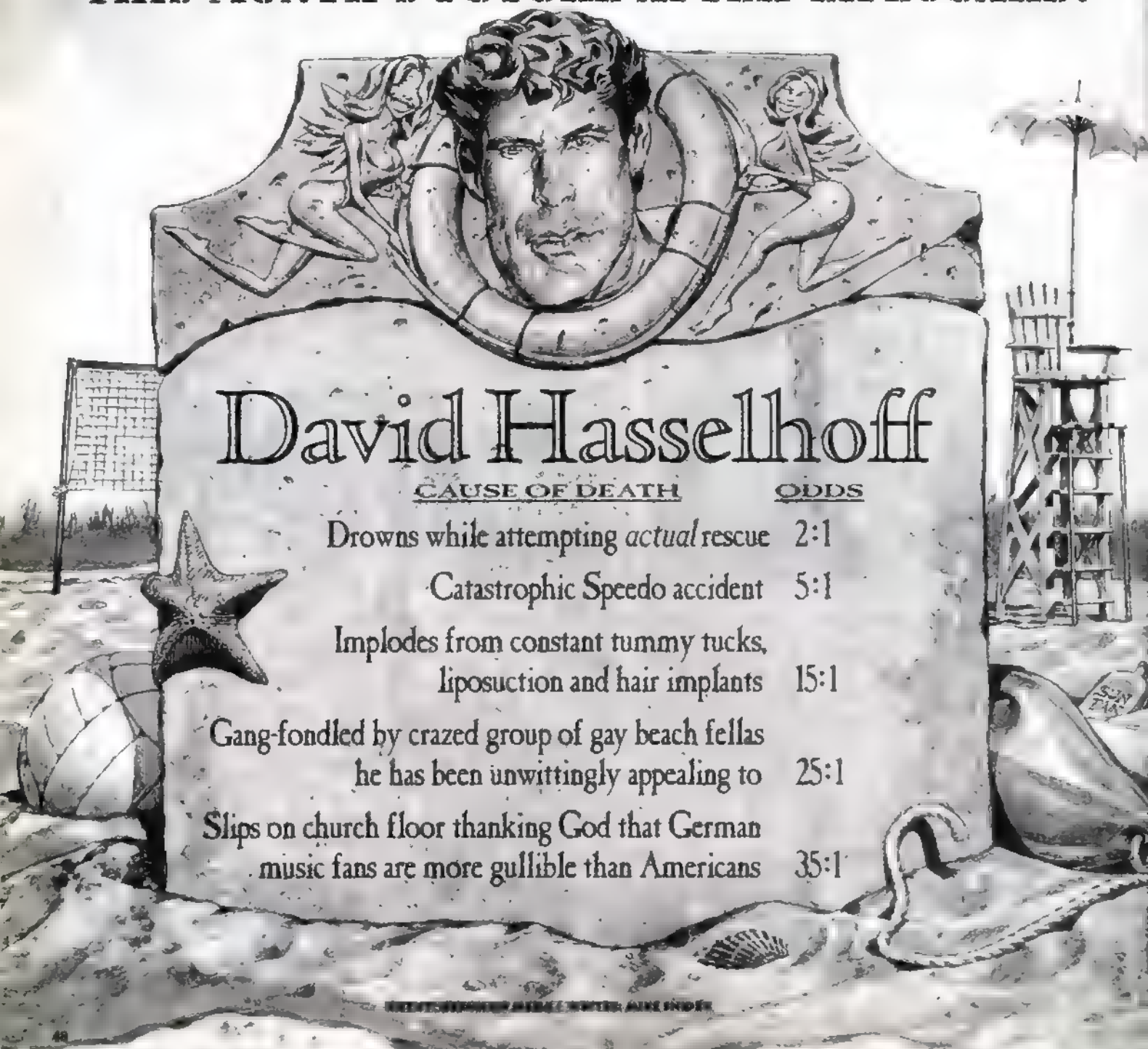
47

GRIEVING LAS VEGAS DEPT.

MAD'S CELEBRITY CAUSE-OF-DEATH BETTING ODDS

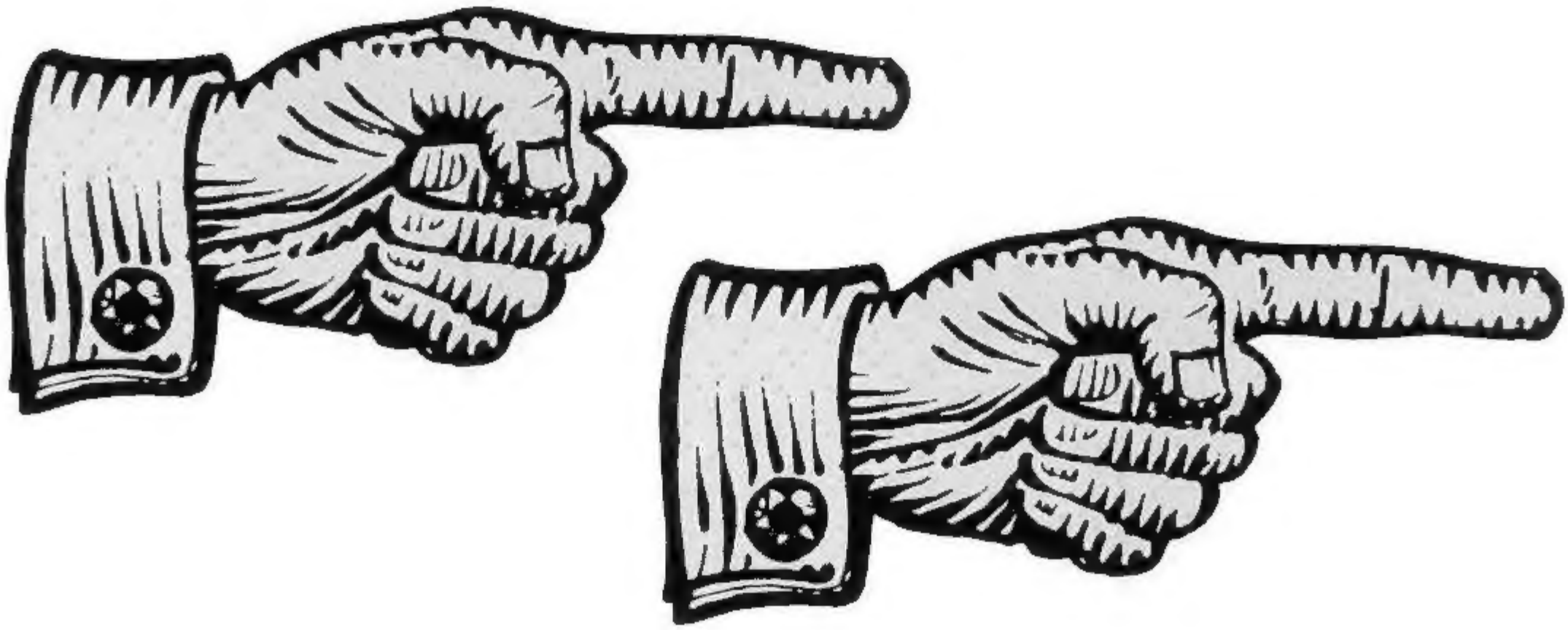
Our team of crack oddsmakers gives you the latest Vegas line on how one of today's biggest stars is going to go to the big white chair in the sky!

THIS MONTH'S FUTURE AFTER-LIFEGUARD:



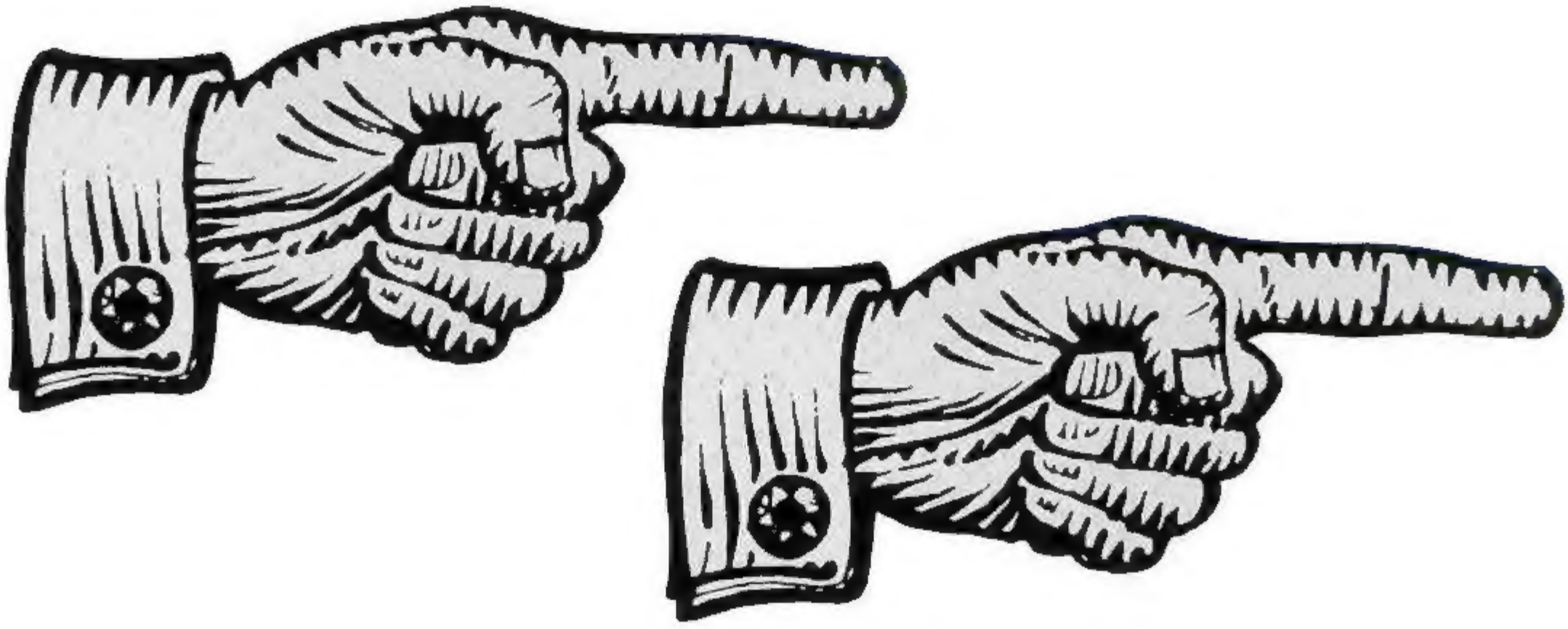
David Hasselhoff

CAUSE OF DEATH	ODDS
Drowns while attempting *actual* rescue	2:1
Catastrophic Speedo accident	5:1
Implodes from constant tummy tucks, liposuction and hair implants	15:1
Gang-fondled by crazed group of gay beach fellas he has been unwittingly appealing to	25:1
Slips on church floor thanking God that German music fans are more gullible than Americans	35:1



Nothing to see here!

Please skip ahead.



WHAT ATTRACTION DREW FANS TO THE BALLPARK IN RECORD NUMBERS THIS YEAR?

HERE WE GO WITH ANOTHER RIDICULOUS

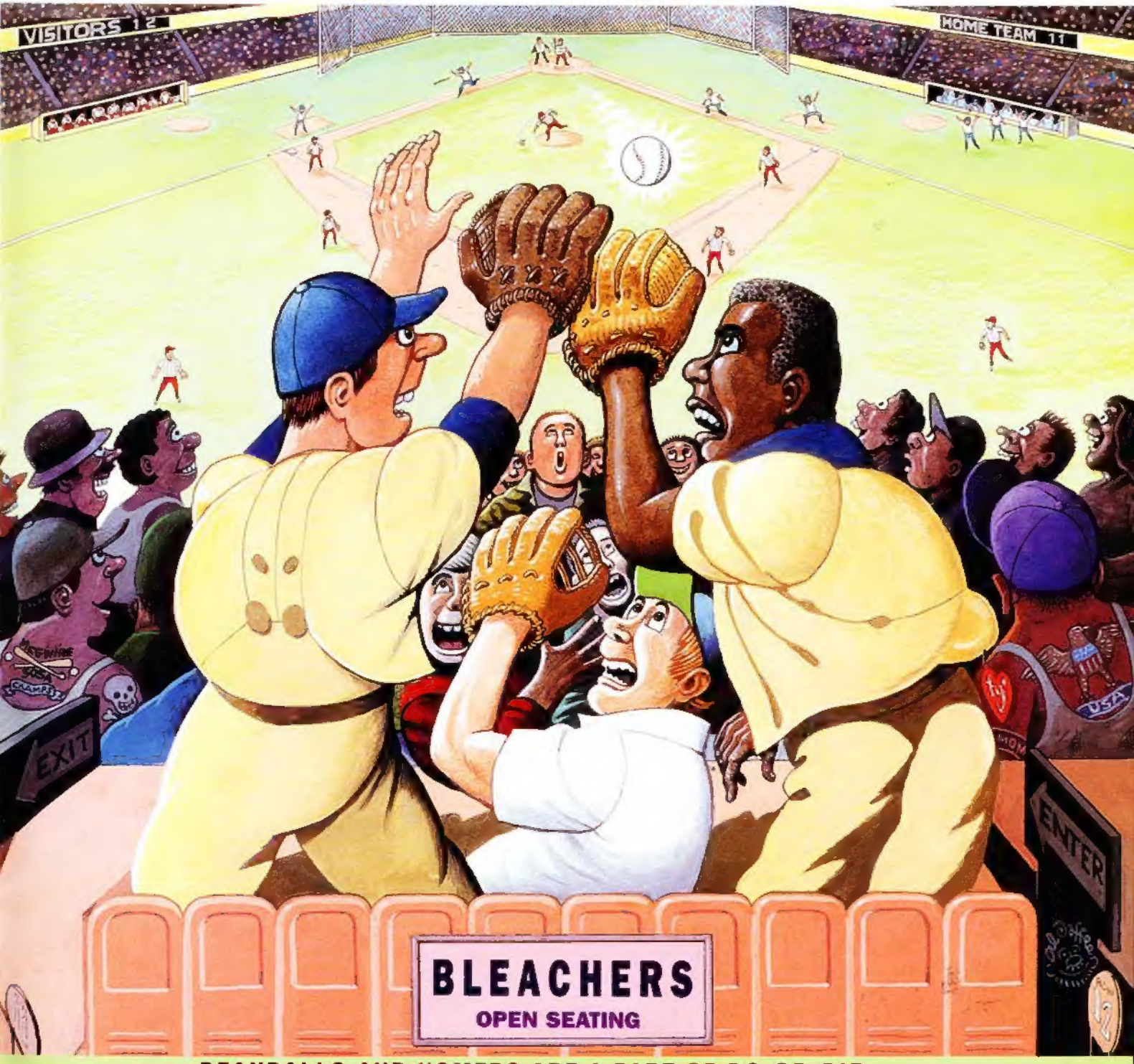
MAD FOLD-IN

After the strike a couple of years ago, people thought baseball was all but dead in the eyes of the fans. Key happenings this season, however, have turned opinions around and once again baseball is the national pastime. To find out why baseball was such a big hit this year, fold page in as shown.

FOLD PAGE OVER LIKE THIS!

A FOLD THIS SECTION OVER LEFT

B FOLD BACK SO THAT "A" MEETS "B"



BEANBALLS AND HOMERS ARE A PART OF DO OR DIE BASEBALL THAT DRAWS PAYING FANS. AND SO, BY GIVING ATTENDEES SOMETHING SPECIAL TO RE-ACT TO, CLUBS ARE SURE OF LOYAL FANS ALWAYS

A

ARTIST AND WRITER: AL JAFFEE

B

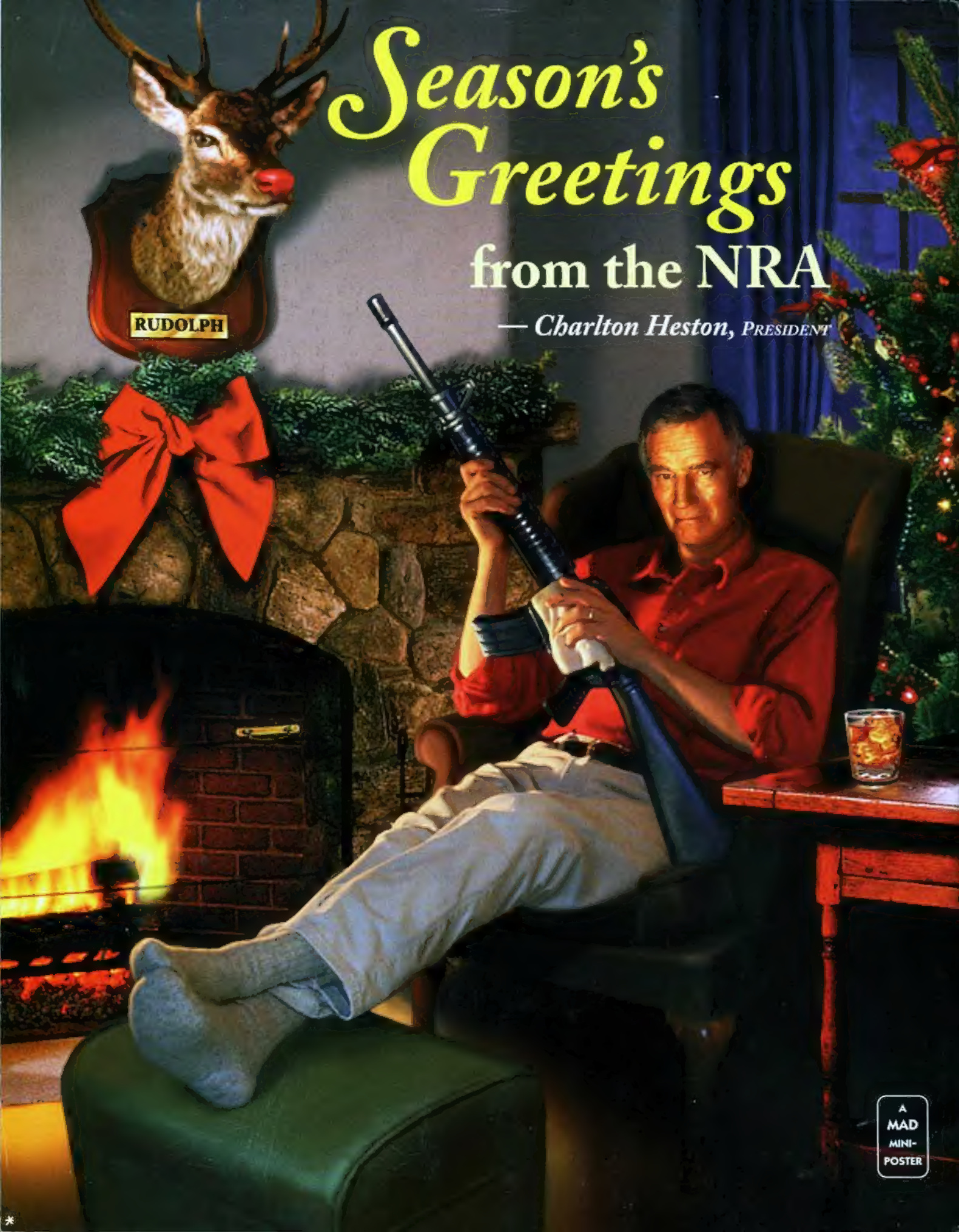
WHAT ATTRACTION DREW FANS TO THE BALLPARK IN RECORD NUMBERS THIS YEAR?

FOLD PAGE OVER LIKE THIS!

A B FOLD BACK SO THAT "A" MEETS "B"

BEANIE BABY GIVE-AWAYS

A B


Season's Greetings
from the NRA
— Charlton Heston, PRESIDENT
RUDOLPH
A MAD MINI-POSTER